

# YMCA OF RAPID CITY

## 2024 SPONSORSHIP OPPORTUNITIES



By partnering with the YMCA, you can align your company with an organization dedicated to youth development, healthy living, and social responsibility. Sponsorship opportunities include supporting youth programs, fitness initiatives, or community outreach events, allowing businesses to showcase their commitment to social responsibility and contribute to the overall well-being of individuals and families.

### Year-Round Annual Campaign Sponsor

When you give to the YMCA, you can be why a child tries a new sport for the first time with a sponsored membership, why they learn about geology at summer camp with a camp scholarship, why a teen connects with peers through digital media at Youth Institute, why an adult gets out of the house for the first time in months with our 55+ hiking program, and why a senior knows where their next meal is coming from through our daily senior meal program. You can be why our community thrives.

Your support of the YMCA makes a deep and lasting impact in our community. Funds raised support the Y's work in communities across the Black Hills area focusing on programs that serve to empower youth, build healthier families, and foster inclusive communities.

**Hope Builder** - \$1,000  
**Community Builder** - \$1,500  
**Life Builder** - \$2,500

### What's Included

- Company recognition on digital lobby monitors for 12 months (starting month following gift).
- Dedicated social media post recognizing your company's support.
- Company name listed in Annual Report

## Father Daughter Dance – March 29

This event will take place March 29 from 6-8pm and will offer a night of fun and dancing, complete with a live DJ, photo booth, snacks, drinks, and more at the YMCA!

### Event Sponsor | \$500

- Your logo included on event promotional materials.
- Dedicated Social Media Spotlight post on YMCA of Rapid City Facebook page

## Easter Egg Hunt – April 1 – 6

Your company will help bring this event to life during this week-long easter egg hunt. Eggs will be hidden around the YMCA's Family Pool for each open swim time throughout the week.

### Event Sponsor | \$500

- Your logo included on event promotional materials.
- Dedicated Social Media Spotlight post on YMCA of Rapid City Facebook page

## Healthy Kids Day – April 27

Healthy Kids Day is the YMCA's national initiative to improve the health and well-being of kids and families. This is a free community event focused around inspiring kids and families to keep their minds and bodies active throughout the summer months and beyond. The day is filled with activities like Yoga for Kids, family Zumba and much more!



### Presenting Sponsor | \$2,500 [SOLD]

### Community Sponsor | \$500

- On-site booth to promote your company and host activity for kids.
- Your Company logo on event t-shirt for staff and volunteers.
- Your logo included on event promotional materials.





## Summer in the Park Series

Sponsoring YMCA wellness events offers companies a compelling platform to showcase their commitment to health and community engagement. By supporting initiatives such as fitness classes, health workshops, and wellness programs, businesses can align themselves with an organization dedicated to fostering healthier lifestyles. The opportunities are limited to one company per opportunity.

### Yoga in the Park | \$1,500

- Your company name mentioned in promotional radio spot throughout the month of your sponsorship
- Sponsorship spotlight post on YMCA of Rapid City Facebook page
- Logo included in Summer Program Guide

### Zumba in the Park | \$1,500

- Your company name mentioned in promotional radio spot throughout the month of your sponsorship
- Sponsorship spotlight post on YMCA of Rapid City Facebook page
- Logo included in Summer Program Guide

# South Dakota Senior Games Regional Event

We are thrilled to announce that the YMCA will be holding a South Dakota Senior Games regional event starting in 2024. Events will be held in the three communities over the course of four days, June 13-16, 2024.

Senior Games will bring together men and women aged 50+ who will compete in various offerings like Archery, Pickleball, Swimming, Spelling Bee, Badminton, Disc Golf, Cribbage, and so much more.

## Platinum Sponsor | \$3,500

- Logo recognition on Liberty Center YMCA digital billboard throughout the month of June.
- Dedicated post on YMCA social media pages highlighting your company's support
- Logo on event flyer for electronic and printed distribution
- Logo prominently displayed on back of participant t-shirt
- Dedicated Vendor space at Liberty Center (Table & 2 Chairs)
- Live "Thank you Sponsor" sponsorship shout out during Opening Ceremony
- Mention in event press release

## Gold Sponsor | \$1,500

- Logo recognition on Liberty Center YMCA digital billboard throughout the month of June.
- Dedicated post on YMCA social media pages highlighting your company's support
- Logo on event flyer for electronic and printed distribution
- Logo on event t-shirt
- Dedicated Vendor space at Liberty Center (Table & 2 Chairs)

## Silver Sponsor | \$750

- Logo on event flyer for electronic and printed distribution
- Logo on event t-shirt
- Dedicated Vendor space at Liberty Center (Table & 2 Chairs)

## Bronze Sponsor | \$300

- Dedicated Vendor space at Liberty Center (Table & 2 Chairs)





## **Freaky 5K & Mini Monster Dash – October 19**

### **Presenting Sponsor | \$3,000 (Limit 1 Company)**

- “YMCA’s Freaky 5K & Mini Monster Dash Presented by Your Company Name”
- Recognition on 5K registration page
- Race Day Announcement
- Company Logo on Participant T-shirt
- Dedicated Social Media Spotlight post on Rapid City YMCA Page
- Logo on all 5K Marketing Materials

### **Participant Bag Sponsor | \$1,000 (Limit 1 Company)**

- Company Logo on race bag received by all participants
- Company Logo on Participant T-shirt
- Dedicated Social Media Spotlight post on Rapid City YMCA Page
- Logo on all 5K Marketing Materials

### **Awards Sponsor | \$750 (Limit 1 Company)**

- “Awards provided by Your Company Name” during Award Ceremony
- Company Logo on Participant T-shirt
- Dedicated Social Media Spotlight post on Rapid City YMCA Page
- Logo on all 5K Marketing Materials

### **Community Sponsor | \$500**

- On-site booth to promote your company.
- Name or Company Logo on Participant T-shirt
- Social Media Spotlight post recognizing all Community Sponsors

# SPONSORSHIP FORM



We are extremely grateful for your support. Together, we can change lives. The YMCA of Rapid City is a non-profit 501(c)3 organization.

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

## Sponsorship Selections

### Y For All Campaign

Hope Builder - \$1,000      Community Builder - \$1,500      Life Builder - \$2,500

### Father Daughter Dance

Event Sponsor \$500

### Easter Egg Hunt

Event Sponsor \$500

### Rapid City Healthy Kids Day

Community Sponsor \$500

### Yoga in the Park

Event Sponsor \$1,500

### Zumba in the Park

Event Sponsor \$1,500

### Senior Games Regional Event

Platinum Sponsor - \$3,500

Gold Sponsor - \$1,500

Silver Sponsor - \$750

Bronze Sponsor - \$300

### Freaky 5K & Mini Monster Dash

Presenting Sponsor - \$3,000

Participant Bag Sponsor - \$1,000

Awards Sponsor - \$750

Community Sponsor - \$500

Please add up your total sponsorship costs: \$\_\_\_\_\_.

## Payment Information

My check is enclosed (Payable to YMCA of Rapid City)

Credit Card Payment

Visa       Mastercard       AMEX       Disc

CC Name \_\_\_\_\_

CC Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please complete and return this form to the YMCA of Rapid City, 815 Kansas City Street, Rapid City, SD 57701. If paying via check, you may also email this form to [Development@rcymca.org](mailto:Development@rcymca.org). Please do NOT email this form if it contains credit card information. Sponsorships will be available on a first come-first serve basis. For more information or questions, please contact Alyssa Silko, Chief Development Officer, at 605.719.5080.