



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2021 HEALTHY KIDS DAY OCTOBER 23, 2021



**YMCA OF GREATER HARTFORD
SPONSORSHIP PROPOSAL**

HEALTHY KIDS DAY

The YMCA of Greater Hartford is proud to present Healthy Kids Day, our signature community event that is dedicated to promoting the health and well-being of kids and families. As a sponsor of the event, your company will be aligned with the most recognized mission-based organization in the region and country dedicated to making communities greater through programs and services that support Youth Development, Healthy Living and Social Responsibility. A Healthy Kids Day sponsorship will reach over 3,000 children and families across the greater Hartford, Litchfield, Tolland, and Windham counties who will come together to experience a free fun-filled, family-centered day dedicated to youth at the Y. Your support will help our communities be stronger by inspiring youth and families to make health, wellness and safety a priority in their lives. Proceeds from this event will support child and youth development programs across the YMCA of Greater Hartford, including leadership development, before- and after-school, pre-school, and youth sports programs.

DATE: Saturday, October 23, 2021

NUMBER OF EVENT ATTENDEES: Over 3,000 kids and families

EVENT LOCATIONS: YMCA of Greater Hartford Branches listed below:

**Downtown
Hartford YMCA**
Hartford

**Glastonbury
Family YMCA**
Glastonbury

**Indian Valley
Family YMCA**
Ellington

**Wilson-Gray YMCA
Youth and Family Center**
Hartford

East Hartford YMCA
East Hartford

**Hale YMCA
Youth and Family Center**
Putnam

Camp Jewell YMCA
Colebrook

Camp Woodstock YMCA
Woodstock

**Farmington
Valley YMCA**
Granby

**Wheeler Regional
Family YMCA**
Plainville

EVENT HIGHLIGHTS: YMCA of Greater Hartford branches will engage in a variety of activities dedicated to youth/family interaction and healthy living in their communities. Activities include (will vary by branch):

**Youth/Family
Engagement Activities:**

Cornhole Contest
Sack Race
3-on-3 Youth Basketball
Bingo
Pumpkin Decorating
Face Painting
Petting Zoo
Caricature Artist
Magician
Hay Rides
Photo Booth
Yoga
and Zumba
Live Music

Health and Safety:

Fire, Police and EMT
Demonstrations
Car Seat Safety
Instruction and
Demonstration
Bike and Helmet
Safety Instruction

Community Booths:

Town Youth Services
Library (used book sale;
free children's used books)
Physician, Dentist and
Sports Medicine/PT
Local Restaurants
Healthy Food Trucks/
Booths

**Tours of the YMCA and free weekly
membership passes will be available.**



YMCA OF GREATER HARTFORD COMMUNITY IMPACT*

For Youth Development

1,200[^] YOUTH experiences through leadership activities and academic support in child development programs.

6,000[^] CAMP opportunities where youth made friends, stayed active and learned life skills.

1.9 average number of months gained in literacy through the Power Scholars Academy summer learning program.

For Healthy Living

OVER 2,000 PEOPLE learned the life-saving skill of swimming.

66 CANCER SURVIVORS built strength and spirit through the LIVESTRONG® at the YMCA program.

8,000 SENIOR MEMBERS participated in programs, increasing physical activity and social interaction.

For Social Responsibility

33 INDIVIDUALS participated in adaptive sports helping those with disability recognize their potential as athletes.

56,000 VIEWS of YMCA virtual exercise and program content.

*Based on 2020 data.

[^]Indicates duplicated participants enrolled in multiple program sessions.

SPONSORSHIP GUIDE AND BENEFITS

SPONSOR BENEFITS	Presenting \$25,000 (2 Available)	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Recognition on pre- and post-event marketing materials	Significant Logo Size and Placement	Logo	Name	Name
Logo recognition in thank you email and post-event email to Y database – over 100,000 individuals	▼			
Opportunity to have event-day booth, company banner, product display, and giveaways at various Y branch locations	▼	▼		
Logo recognition in YMCA Annual Report	▼	▼		
Recognition on Y's event web page	Logo + Link	Logo	Name	
Recognition on event giveaway	Significant Logo Size and Placement	Logo	Name	
Recognition on social media posts and Y database emails (over 100,000 individuals)	Significant Logo Size and Placement	Logo	Name	Name
Recognition on all media	Significant Logo Size and Placement	Logo	Name	Name
Recognition on event-day banner	Significant Logo Size and Placement	Logo	Name	Name
Event-Day volunteer opportunities	▼	▼	▼	▼

For more information, please contact Sue Joyse, Chief Development Officer, YMCA of Greater Hartford, at 860-803-3547 or via email at susan.joyse@GHYMCA.org.

Thank you for your thoughtful consideration.



SPONSOR REGISTRATION FORM

(Register on-line at GHYMCA.org/HKD)

Company: _____
(as it should appear in text on promotional and marketing materials)

Address: _____

City: _____

Contact Person: _____

Phone: _____ E-mail: _____

SPONSOR LEVEL:

\$25,000 Presenting Sponsor* \$15,000 Gold Sponsor* \$10,000 Silver Sponsor \$5,000 Bronze Sponsor

*Send full-color logo upon sponsorship confirmation to jennifer.farina@GHYMCA.org

Preferred File format: Adobe Illustrator or PDF. For Illustrator, provide the file as an AI file or an EPS. Convert all text to outlines and include all fonts and linked images.

METHOD OF PAYMENT:

American Express Discover Visa MasterCard

Check Enclosed Check being mailed (Make check payable to "YMCA of Greater Hartford")

Credit Card #: _____

Exp. Date: _____ CVV: _____

Signature: _____

Thank you for your generous support.

Please contact Sue Joyse at 860-803-3547 or susan.joyse@GHYMCA.org with any questions.



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The YMCA of Greater Hartford is a charitable association open to all and committed to helping people develop their fullest potential in spirit, mind and body. This commitment is reinforced by our belief in living out universal values of caring, honesty, respect and responsibility.

