



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PARTNER. CONNECT. SUPPORT.

INDIANA ALLIANCE OF YMCAs 2020 SPONSORSHIP GUIDE

The Alliance is comprised of forty-two corporate YMCAs from across Indiana, as well as the YMCA of Greater Louisville, which has two branches/centers in southern Indiana. The Alliance has evolved to leverage the collective strength of Indiana Ys, build a data-sharing network for members, advocate for causes important to Indiana Ys, and educate the larger community on the Y's impact. Simply put, the mission of the Alliance is to *enhance the relevancy and sustainability of Indiana YMCAs*

We invite you to **partner** with, **connect**, and **support** the Alliance as a corporate sponsor. Information in this packet describes the sponsorship opportunities available. They have been designed to optimize support of the Alliance, align your company's support and brand to the Y in a way that is meaningful to Ys, and assist your company in building a relationship with Y staff and volunteers, thus generating a return on your investment.

For questions or further information, please contact Melissa Everhart at melissa@indianaymcas.org or 317-715-2145.

**SPONSORSHIP AGREEMENT
FORM AND PAYMENT DUE:**

MARCH 1, 2020



2020 INDIANA ALLIANCE OF YMCAs SPONSORSHIPS

EXHIBITOR (\$900 per conference)

- One (1) table presence to interact with event attendees
- Two (2) event tickets for company representatives, includes seated meal(s)
- Name and logo on event guide and event website
- Option to donate a product or service for attendee raffle

STEP AND REPEAT SPONSOR (\$4,500 over 3 years)

- Includes benefits of Exhibitor, *plus*
- Logo displayed with Y logo on photo backdrop for 3 year term

ALLIANCE BANNER SPONSOR (\$4,500 over 3 years)

- Includes benefits of Exhibitor, *plus*
- Logo displayed with Y logo on Alliance banner for 3 year term



EVENT SPONSOR (\$1,700 per event)

At many of the Indiana Alliance of YMCAs conferences, opportunities exist to support a segment of the program/agenda and underwrite the cost associated to that segment.

- Includes benefits of Exhibitor, *plus*
- Event segment signage identifying company support
- Sponsor spotlight during event to present company's support, product and services

PRESENTING SPONSOR (\$4,000 per conference)

- Includes benefits of Exhibitor, *plus*
- Referred to as Presenting Sponsor in all event collateral
- Social Media recognition as Presenting Sponsor
- Sponsor spotlight during event to present company's support, product and services
- Five (5) event tickets for company representatives, includes seated meal(s)
- One-page collateral insertion as part of the program guide
- Workshop presenter opportunity

The Sponsor & Exhibitor opportunities are limited and on a first come, first serve basis. You may secure your spot by completing and sending the sponsorship agreement form with your non-refundable sponsorship fee to:

Indiana Alliance of YMCAs

Attn: Melissa Everhart

615 N Alabama St, Ste 205, Indianapolis, IN 46204

	CEO/CVO Meeting	Program Rally	Spring Alliance Meeting	Executive Conference	Fall Alliance Meeting	Leadership Conference
Date	March 11	April 23	May 6	May 6-8	November 11	November 12
Location	The Sycamore at Mallow Run, Bargersville, IN	The Atrium, Indianapolis, IN	Purdue University, Stewart Center Lafayette, IN	OrthoIndy Foundation YMCA, Indianapolis, IN	Indianapolis Marriott North	
Attendees	CEO and CVO from each Indiana Y	200-250 Full and Part time program staff	43 Y CEOs	CEOs and Key Staff	43 Y CEOs	200-250 Key Y staff and Volunteers