



FOR YOUTH DEVELOPMENT[®]
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PARTNER. CONNECT. SUPPORT.

INDIANA ALLIANCE OF YMCAs 2021 SPONSORSHIP GUIDE (updated December 2020)

The Alliance is comprised of forty-two corporate YMCAs from across Indiana, as well as branches from the YMCA of Greater Louisville and YMCA of Michiana. 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 or exhibitor at one of our annual events. Information in this packet describes the opportunities available. 2020 brought us into the virtual world, and 2021 will allow us to build on opportunities to engage with our constituents both virtually and in person. These opportunities 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
DUE
MARCH 31, 2021**

	Spring Alliance Meeting	Executive Conference	Fall Alliance Meeting	Leadership Conference
Date	May 5, 2021	May 6-7, 2021	November 3, 2021	November 4, 2021
Location	<i>Virtual</i>	<i>Virtual</i>	The Sycamore at Mallow Run Winery	Indianapolis Marriott North
Attendees	43 Y CEOs	CEOs and Key Staff	43 Y CEOs	200-250 Key Y staff and Volunteers

2021 INDIANA ALLIANCE OF YMCAs SPONSORSHIPS

VIRTUAL SPONSOR SPOTLIGHT (\$300)

- Opportunity to present company's support, product and services during event

EXECUTIVE CONFERENCE

Virtual Exhibitor (\$450)

- Name and logo on event collateral and website
- Opportunity to host exhibitor room during virtual vendor fair

Presenting Sponsor (\$4,000)

- Includes benefits of Executive Conference Virtual Exhibitor, *plus*
- Recognized as Presenting Sponsor in all event collateral
- Social Media/website recognition as Presenting Sponsor
- Sponsor spotlight during event to present company's support, product and services
- One-page collateral as part of the program materials
- Workshop presenter opportunity

LEADERSHIP CONFERENCE

Exhibitor (\$900)

- 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 collateral and website
- Option to donate a product or service for attendee raffle

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 (Leadership Conference) Exhibitor, *plus*
- Event segment signage identifying company support
- Spotlight during event to present company's support, product and services

Presenting Sponsor (\$4,000)

- Includes benefits of Leadership Conference Exhibitor, *plus*
- Recognized as Presenting Sponsor in all event collateral
- Social Media/website 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 as part of the program materials
- Workshop presenter opportunity

EDUCATION SPONSOR (\$2,500)

- Includes benefits of (Leadership Conference) Exhibitor, *plus*
- Recognized as Education Sponsor on all YPN and Alliance promoted education opportunities (for calendar year)
- Social Media/website recognition as Education Sponsor

The Sponsor & Exhibitor opportunities are limited and on a first come, first serve basis. 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