

eliminating racism  
empowering women  
**ywca**

# Sponsorship & Advertising

YWCA High Point  
112 Gatewood Avenue  
High Point, NC 27262  
Phone: 336 882-4126  
Fax: 336 882-7980  
hmajors@ywcahp.com  
www.ywcahp.com

A Total Marketing Resource for YWCA Supporters  
Program/Event Sponsorship and Advertising Opportunities.





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## **YWCA High Point Events & Program Sponsorships & Advertisements**

### **A WIN-WIN Opportunity**

Many companies and community groups value being identified with the YWCA High Point programs and events. They view their sponsorship as a win-win opportunity for their business and the YWCA.

#### **Benefits to Business**

Sponsorships are a cost-effective way for businesses to target their marketing dollars. The YWCA is a 501c3 organization which offers many levels of sponsorships that make sponsorship affordable for any business. In addition to recognition at sponsored events, sponsors are recognized the YWCA's Annual Report and website Business Partner Page. Sponsors are also identified in coverage of the individual events on the YWCA's website and enews letter that is distributed to over 2200 individual emails bi-weekly.

#### **Benefits to Members**

The YWCA benefits from sponsorships and advertising revenues that are an important source of income to fund the YWCA programs and services.

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## **YWCA Annual Meeting Benefit Luncheon January 25, 2012**

This luncheon is the YWCA largest fundraiser with an attendance of 300. The event is held in January of every year to share the highlights of the previous year and present the YWCA Good Friend of the Year Award.

### **\$2000 YWCA Premier Sponsor Benefits**

- Company Logo will be included in all publicity
- Company will receive recognition as sponsor on printed materials
- Company Logo will appear on the event signage as the Premier sponsor to be displayed at the event
- Company will receive preferred seating and a table of 8
- Company will receive an infomercial to be presented during announcements on sponsoring company.
- Company logo will be featured in the YWCA's newsletter and on the website
- Company Logo will be listed on the program
- Company can set up a booth at the event

### **\$1000 Presenting Sponsor Benefits**

- Company will be included in all publicity as the presenting sponsor
- Company Logo will appear on the event signage as the presenting sponsor
- Company will receive 4 tickets to the event
- Company name will be featured in the YWCA's newsletter and on the website
- Company name will be listed on the program
- Company can set up a booth at the event

### **\$500 Corporate Sponsor Benefits**

- Company will receive 2 tickets to the event
- Company name will be featured in the YWCA's newsletter and on the website
- Company name will be listed on the program
- Company can set up a booth at the event

### **\$250 Contributing Sponsor Benefits**

- Company will receive 1 ticket to the event
- Company name will be listed on the program



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## **YWCA Administrative Professionals Luncheon April 25, 2012**

This “Special Event” honors and makes it easy to celebrate Administrative Professional's Day. A triad Administrative Professionals Appreciation Luncheon will be held in April, to honor Administrative Assistants and their importance within the workplace. Give a truly memorable gift this year. This is a great lunch with over 200 in attendance featuring a keynote speaker. The luncheon will also include the recognition of the Administrative Professional of the Year award.

### **\$1000 Presenting Sponsor**

- One reserved table of 8 in a premier location at the luncheon
- Display table at the event
- Recognition as a sponsor in the printed materials for the event
- Recognition as a sponsor on YWCA's website.
- Recognition in the YWCA e-newsletter
- Recognition in the program

### **\$500 Corporate Sponsor**

- Four seats in a premier location at the event
- Display table at the event
- Recognition as a sponsor in the printed materials for the event
- Recognition as a sponsor on YWCA's website.
- Recognition in the YWCA e-newsletter
- Recognition in the program

### **\$250 Contributing Sponsor**

- 1 seat in to the event
- Recognition on the flyer as a sponsor
- Recognition in the program

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## Adamsleigh Home....

This Premier event.....

### **\$1000 Presenting Sponsor**

- 10 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Company advertisement in the program (full page)

### **\$750 Presenting Sponsor**

- 6 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Company advertisement in the program (half page)

### **\$500 Corporate Sponsor**

- 4 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Recognition in the program

### **\$250 Contributing Sponsor**

- Two tickets to event
- Company name will appear on signage to be displayed at event
- Recognition in the program

### **\$125 Event Host**

- One ticket to event
- Recognition at event as a host

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## YWCA Cork & Ale Fest Fall 2012



This wine and beer tasting event featuring local wineries and breweries is held at the JH Adams Inn. A fun filled evening with wineries and breweries coming together to showcase a variety of wines and beers. Heavy Hors d'oeuvres and music are provided for the guests.

### **\$1000 Presenting Sponsor**

- 10 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Company advertisement in the program (full page)

### **\$750 Presenting Sponsor**

- 6 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Company advertisement in the program (half page)

### **\$500 Corporate Sponsor**

- 4 tickets to event
- Display table at event
- Recognition as a sponsor in the printed materials for event
- Company Logo will appear on signage to be displayed at event
- Recognition as a sponsor on YWCA's website
- Recognition in the YWCA e-newsletter
- Recognition in the program

### **\$250 Contributing Sponsor**

- Two tickets to event
- Company name will appear on signage to be displayed at event
- Recognition in the program

### **\$125 Event Host**

- One ticket to event
- Recognition at event as a host

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**Challenge for Change**



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## **YWCA Challenge For Change November 10, 2012**

The YWCA 5K Challenge for Change is a 5K race where individuals and teams come together to support the YWCA. The event has over 100 participants.

### **\$2000 2K Sponsor**

- Company Logo will appear on all registration forms and promotional materials associated with the run.  
(including 3 ads in High Point Enterprise)
- Company Logo will appear on the race shirts
- Company logo will appear on mile marker signs
- Company Logo will appear on Banner to be displayed at the event
- An infomercial to be presented during the announcements of the run
- Company will receive 10 registrations in the "Race for Women"
- Recognition as a Sponsor in the YWCA of High Point's e-newsletter
- Recognition on the YWCA of High Point's website
- Included as sponsor in all YWCA of High Point press releases on the run

### **\$1000 1K Sponsor**

- Company Logo will appear on all registration forms and promotional materials associated with the run  
(including 3 ads in High Point Enterprise)
- Company Logo will appear on the race shirts
- Company Logo will appear on Banner to be displayed at the event.
- Company logo on all water stations and mile marker signs
- An infomercial to be presented during the announcements of the run
- Company will receive 5 registrations in the "Race for Women"
- Recognition as a Sponsor in the YWCA of High Point's e-newsletter

### **\$500 Water Station Sponsor**

- Company Name will appear on all registration forms and promotional materials associated with the run  
(including 3 ads in High Point Enterprise)
- Company Logo will appear on the race shirts
- Company Logo will appear on signage at a water station
- Company will receive 2 registrations in the "Race for Women"
- Recognition as a Sponsor in the YWCA of High Point's e-newsletter
- Recognition on the YWCA of High Point's website
- Recognition on the YWCA of High Point's website

### **\$250 Mile Marker Sponsor**

- Company Name will appear on the race shirts
- Company logo on a mile marker sign
- Recognition as Sponsor in the YWCA of High Point's e-newsletter
- Recognition on the YWCA of High Point's website

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## Johnathan Flowers Memorial Golf Tournament

The JWF scholarship fund was established in 1997 to allow deserving Guilford County youth safe and enjoyable after school and summer camp activities. Johnathan was actively involved as a participant and counselor for more than seven years. We are now charged with fostering Johnathan's dream to help our local children meet their dreams. The proceeds support the YWCA of High Point and YWCA Greensboro.



### \$2500 Platinum Sponsors

- Title Sponsorship
- Marquee presence on all signage
- Priority Selection of Hole Sponsor
- Driving Range Sponsor
- 4 golf registrations
- Display table at the event



### \$1500 Gold Sponsor

- Marquee presence on all signage
- Golf Cart Sponsor
- 2nd selection of Hole Sponsorship
- 4 golf registrations
- Display table at the event



### \$1000 Silver Sponsors

- Name on all signage
- Hole Sponsorship
- Putting Green Sponsor
- Brochure recognition
- 4 golf registrations
- Display table at the event

### \$500 Benefactors

- Hole Sponsorship
- Beverage Cart Sponsor
- Brochure Recognition
- Display table at the event

### \$200 Patrons

- Hole Sponsorship
- Brochure Recognition

### \$100 Contributors

- Program Recognition

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## Youth Services

The YWCA High Point offers summer camp and after school programs to youth in elementary and middle school. Participants will be exposed to new experiences, activities and skill sets while learning more about the people around them and the person that they want to be. Youth will do this through group activities, field trips, focus groups, bible study, leadership development, fun educational activities, sports, arts and crafts and much more.

## Bus Sponsorship

Sponsoring companies will have visibility on the side of the YWCA bus which is on the move around High Point during the school year 5 days a week for a minimum of 24 hours a month. During the 10 week Summer Camp program the bus is on the move around the triad for over 200 hours.

### Bus Sponsorship

**\$500 a year with 5 years commitment**

**\$1000 a year with one year commitment**

- Company Logo on the side of the bus for number of years
- Company Logo will be featured on the YWCA Website
- Company Logo will be featured in the YWCA E-news

## Summer Camp T-shirts

**\$500 Exclusive Sponsor**

**\$250 Corporate T-shirt Sponsor**

Company Logo will appear on the back of the t-shirt.

**\$100 Contributing T-shirt Sponsor**

Company Logo will appear on the back of the t-shirt

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## Aquatics & Wellness

The YWCA Aquatics and Wellness program provides opportunities for all from infants to seniors. The pool has over 2100 individual visits each month. The YWCA provides programs for our membership STAR Aquatics, Guilford County Schools and many nonprofits. By sponsoring the YWCA Aquatics Program you will receive great visibility to a variety of individuals.

### **\$300 Aquatics Sponsorship**

- Company logo will be displayed on a banner in the pool for a year.
- Company Logo will be featured on the YWCA Website
- Company Logo will be featured in a YWCA E-news

## YWCA E-News Sponsor

The YWCA sends out an electronic newsletter to over 2100 individual emails twice a month. An E-News sponsor would have their logo in a prominent area on the electronic newsletter.

### **\$50 E-News Sponsorship**

- Company logo will be displayed on 2 electronic newsletters
- Company Logo will be featured on the YWCA Website

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**\_\_\_\_ Yes, my company would like to support the YWCA High Point**

Please provide more information (complete and fax to 336-882-7980)

Contact Person \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**YWCA Annual Meeting**

\_\_\_\_ \$2000  
 \_\_\_\_ \$1000  
 \_\_\_\_ \$500  
 \_\_\_\_ \$250

**Cork & Ale Fest**

\_\_\_\_ \$1000  
 \_\_\_\_ \$500  
 \_\_\_\_ \$250  
 \_\_\_\_ \$125

**Administrative Appreciation Luncheon**

\_\_\_\_ \$2000  
 \_\_\_\_ \$1000  
 \_\_\_\_ \$500  
 \_\_\_\_ \$250

**Bus Sponsorship**

\_\_\_\_ \$500 for 5 years  
 \_\_\_\_ \$1000 for 1 year

**YWCA 5K Challenge For Change**

\_\_\_\_ \$2000  
 \_\_\_\_ \$1000  
 \_\_\_\_ \$500  
 \_\_\_\_ \$250

**Summer Camp t-shirts**

\_\_\_\_ \$500  
 \_\_\_\_ \$250

**YWCA Annual Meeting**

\_\_\_\_ \$2000  
 \_\_\_\_ \$1000  
 \_\_\_\_ \$500  
 \_\_\_\_ \$250

**Aquatics Banner**

\_\_\_\_ \$300 for 1 year

**YWCA E-News Sponsor**

\_\_\_\_ \$50 for 2 newsletters  
 \_\_\_\_ \$100 for 4 newsletters

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