



2017 Health Kids Day Sponsorship Levels and Benefits

Main Banners Approx. 100%/full audience (photo evidence of community support).

T-Shirts and Backpacks Approx. 80% of audience (targeted volunteers and families).

Giveaway Swag: pencils, magnets, or other
Approx. 70% of audience (targeted families and general community).

Poster and Flyer Presence Approx. 100% of audience (current clients, volunteers, staff and Y associates).

Balloon Logo Increase visibility by approx 30% of audience (targeted to kids & parents).

National Visibility Will reach YMCA member audience with potential to get picked up for national brand materials

Press Releases Local media will create pre- and post-event audience in lower county.

Website Listing Pre- and post-event audience reach.

Social Media Increasing exposure to estimated over 2,400 across YMCA Association (with logo).

Annual Report Lising Approx. 70% of audience (targeted families and general community).

	Presenting Sponsor \$5,000	Champion \$3,000	Partner \$2,000	Advocate \$1,000	Friend \$500
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