

# ENDLESS FUN

## 2019 CYCLE-A-THON PARTNERSHIP OPPORTUNITIES

**CYCLE-A-THON Committee Chair Bill Brooks**  
**Former Indianapolis Colts Wide Receiver**  
**YMCA Board Member**



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# WELCOME TO THE Y

Thank you very much for supporting the YMCA of Greater Indianapolis. We've provided a number of options that allow you to align your company with the YMCA, one of the nations most recognized nonprofit brands. This is my second year working on the Association-wide Cycle-a-thon committee, and it has been an absolute blast! This team works hard to provide a fun, active day for all members of our community all while supporting the mission of the Y.

I am excited to share with you the opportunity to be involved with our unique event. Your support not only creates a partnership with our organization, but financially supports children, adults and families in your community that need the extra help. When you partner with the Y you are providing safe and necessary child care for those in need, health focused programs to improve wellness, community programs that inspire and connect community members and so much more!

On behalf of the committee, thank you again for considering a partnership with the Y!

Bill Brooks  
Former NFL Player  
YMCA of Greater Indianapolis Board Member  
Cycle-a-thon Committee Chair



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# READY, SET, RIDE 2019 ASSOCIATION-WIDE CYCLE-A-THON

The YMCA of Greater Indianapolis is hosting its **THIRD ANNUAL** community-wide **CYCLE-A-THON** available at all 12 Y facilities across the greater Indianapolis area on Saturday, February 23, 2019! Participants will enjoy challenging and energetic spin sessions under the direction of our YMCA staff, while raising funds to support local Y programs for those who could not otherwise afford them. Sponsoring the Cycle-a-thon gives you a unique opportunity to connect with the Greater Indianapolis area, to build brand awareness and show your company's support for the health of our community.

## RAISING DONATIONS THROUGH ROTATIONS

Be a part of the movement. Helps us impact the community. Let's Ride!

### DETAILS

**WHEN:** Saturday, February 23, 2019

**WHERE:** All 12 YMCA of Greater Indianapolis Facilities

**WHAT:** Fun community event to raise dollars and awareness for the YMCA to support our community

**WHY:** The proceeds of this event go toward providing financial assistance for programming and memberships, such as Livestrong at the Y.



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# YOUR BRAND AMPLIFIED AT THE Y



The YMCA is the nation's most valuable nonprofit brand according to the independent source, The Cone Nonprofit Power Brand 100.



Studies show that corporations that partner with nonprofits like the YMCA demonstrate increased brand loyalty.



In 2018, the Cycle-a-thon was marketed to over 100,000 members. Including logo representation on all event t-shirts still seen regularly around our facilities.



The Y is community centered. For more than 164 years, we've been listening and responding to the residents of central Indiana.



Partnering with the YMCA of Greater Indianapolis will provide your company with a tremendous amount of marketing impressions including approximately 6,000 followers on the YMCA of Greater Indianapolis Facebook page.



In 2017, the YMCA of Greater Indianapolis provided over \$7 million dollars in financial assistance to our fellow community members in need.



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# 2019 CYCLE-A-THON ASSOCIATION PARTNER BENEFITS

<b>\$25,000 TITLE SPONSOR</b> EXCLUSIVE TO ONE	<b>\$15,000 PLATINUM SPONSOR</b>	<b>\$10,000 GOLD SPONSOR</b>	<b>\$5,000 SILVER SPONSOR</b>	<b>\$2,500 BRONZE SPONSOR</b>
<b>NAME RECOGNITION ON YMCA BANNERS</b> displayed for one year in all 12 YMCA of Greater Indianapolis locations	<b>NAME RECOGNITION ON YMCA BANNERS</b> displayed for one year in eight YMCA of Greater Indianapolis locations of your choice	<b>NAME RECOGNITION</b> on large banners at two YMCA facilities of your choice for one year	<b>NAME RECOGNITION</b> on one large banner at the YMCA facility of your choice for one year	<b>NAME RECOGNITION</b> on one medium banner at the YMCA facility of your choice for one year
<b>NAME AND LOGO RECOGNITION</b> as Title sponsor on all (3 ft X 9 ft) event banners for every location	<b>NAME AND LOGO RECOGNITION</b> as Platinum sponsor on all (3 ft X 9 ft) event banners for every location	<b>NAME AND LOGO RECOGNITION</b> as Gold sponsor on all (3 ft X 9 ft) event banners for every location	<b>NAME AND LOGO RECOGNITION</b> as Silver sponsor on all (3 ft X 9 ft) event banners for every location	<b>NAME AND LOGO RECOGNITION</b> as Bronze sponsor on all (3 ft X 9 ft) event banners for every location
<b>COMPANY LOGO on front</b> of cycle-a-thon participant t-shirts as Title sponsor and all staff shirts (received months prior to event)	<b>COMPANY LOGO on back</b> of cycle-a-thon participant t-shirts	<b>COMPANY LOGO on back</b> of cycle-a-thon participant t-shirts	<b>COMPANY LOGO on back</b> of cycle-a-thon participant t-shirts	<b>COMPANY LOGO on back</b> of cycle-a-thon participant t-shirts
YMCA Association <b>DONOR RECOGNITION</b> as a Chairman's Round Table member	YMCA Association <b>DONOR RECOGNITION</b> as a Chairman's Round Table member	YMCA Association <b>DONOR RECOGNITION</b> as a Chairman's Round Table member	YMCA Association <b>DONOR RECOGNITION</b> as a Chairman's Round Table member	YMCA Association <b>DONOR RECOGNITION</b> as a Chairman's Round Table member
<b>COMPANY LOGO</b> displayed as Title sponsor on registration website	<b>COMPANY LOGO</b> displayed as Platinum sponsor on registration website	<b>COMPANY LOGO</b> displayed as Gold sponsor on registration website	<b>COMPANY LOGO</b> displayed as Silver sponsor on registration website	<b>COMPANY LOGO</b> displayed as Bronze sponsor on registration website
<b>COMPANY NAME AND LOGO</b> featured as Title Sponsor on social media (at least 3 mentions)	<b>COMPANY NAME AND LOGO</b> featured on social media	<b>COMPANY NAME AND LOGO</b> featured on social media	<b>COMPANY NAME AND LOGO</b> featured on social media	<b>COMPANY NAME AND LOGO</b> featured on social media
<b>COMPANY LOGO</b> will be displayed as title sponsor digitally at each center for one month prior to event	<b>COMPANY LOGO</b> will be displayed digitally at each center for one month prior to event	<b>COMPANY LOGO</b> will be displayed digitally at each center for one month prior to event	<b>COMPANY LOGO</b> will be displayed digitally at each center for one month prior to event	<b>COMPANY LOGO</b> will be displayed digitally at each center for one month prior to event
<b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets	<b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets	<b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets	<b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets	<b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets
<b>TEN COMPLIMENTARY REGISTRATIONS</b> for the Cycle-a-thon	<b>EIGHT COMPLIMENTARY REGISTRATIONS</b> for the Cycle-a-thon	<b>SIX COMPLIMENTARY REGISTRATIONS</b> for the Cycle-a-thon	<b>FOUR COMPLIMENTARY REGISTRATIONS</b> for the Cycle-a-thon	<b>TWO COMPLIMENTARY REGISTRATIONS</b> for the Cycle-a-thon
<b>COMPANY NAME FEATURED</b> in marketing video as Title sponsor shared on website and social media	<b>COMPANY NAME FEATURED</b> in marketing video as Title sponsor shared on website and social media			
<b>COMPANY NAME FEATURED</b> on facility marquees visible to community passersby				

# 2019 CYCLE-A-THON CENTER PARTNERSHIP BENEFITS

\$1,500 ELITE PARTNER	\$500 PRO PARTNER	\$250 FITNESS PARTNER
<p><b>1 SMALL BANNER</b> displayed at the YMCA facility of your choice for one year</p>	<p><b>COMPANY LOGO</b> as Pro partner on (3 ft X 9 ft) event banner for the center of your choice</p>	<p><b>COMPANY LOGO</b> as an Fitness partner on (3 ft X 9 ft) event banner for the center of your choice</p>
<p><b>COMPANY LOGO</b> displayed as an Elite partner on (3 ft X 9 ft) event banner for the center of your choice</p>	<p><b>SOCIAL MEDIA RECOGNITION</b> on the Facebook page of the center sponsored</p>	<p><b>SOCIAL MEDIA RECOGNITION</b> on the Facebook page of the center sponsored</p>
<p><b>COMPANY LOGO</b> as Elite partner on all association-wide Cycle-a-thon participant t-shirts</p>	<p><b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets</p>	<p><b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets</p>
<p>YMCA Association <b>DONOR RECOGNITION</b> as a Chairman's Round Table member</p>	<p><b>TWO COMPLIMENTARY REGISTRATIONS</b> for the Cycle-a-thon at your sponsored YMCA</p>	
<p><b>SOCIAL MEDIA RECOGNITION</b> on the Facebook page of the center sponsored</p>		
<p><b>COMPANY LOGO</b> will be displayed digitally at each center for one month prior to event</p>		
<p><b>LARGE COMPANY NAME</b> listed on Donor Recognition board for 1 year in the center of your choice</p>		
<p><b>COMPANY PROVIDED MARKETING MATERIALS</b> or promo item (approved by Y) in event packets</p>		
<p><b>TWO COMPLIMENTARY REGISTRATIONS</b> for the Cycle-a-thon at your sponsored YMCA</p>		



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# 2019 YMCA CYCLE-A-THON PARTNERSHIP

## DONOR INFORMATION

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Contact Name

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Recognition Name

(Please print your company name/Family as you would like it to appear on the donor listings and the banner)

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Address

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City

State

Zip

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Phone

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Email

## PARTNERSHIP LEVEL

- \$25,000 Title Sponsor
- \$15,000 Platinum Sponsor
- \$10,000 Gold Sponsor
- \$5,000 Silver Sponsor
- \$2,500 Bronze Sponsor
- \$1,500 Elite Partner
- \$500 Pro Partner
- \$250 Fitness Partner

## SIGNATURE

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Signature

Please return this form, along with partnership package selections to the YMCA of Greater Indianapolis.

If you have any questions please contact Abby Waeiss at [awaeiss@indymca.org](mailto:awaeiss@indymca.org) or 317-713-8545



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