About the Event

The Wishbone 5K Run/Walk is an annual Thanksgiving event for the entire community.

The Wishbone 5K is the Fishers YMCA’s signature event for the Annual Campaign, which helps to subsidize memberships, programs, summer camp and before/after school care. Since the race began in 2011, nearly $400,000 has been raised to ensure that no one is sent away from the YMCA due to the inability to pay. More than 10,000 participants have grown the Wishbone 5K into the premier Thanksgiving run in our community.

This year we’re celebrating 10 years of families coming together for a morning of fitness and fun. Over 1300 runners and walkers participated in 2019. Because health and well-being is our top priority, the event will be facilitated in accordance with the Fishers Health Department and COVID safety guidelines.
Showcase your brand to 18,000 Fishers YMCA members and 1,300 Wishbone 5K participants!

**PARTICIPANTS RANGE IN AGE & AND AUDIENCE**

- Under 20: 26%
- 20-44: 45%
- 45-59: 21%
- 60 and over: 8%

- MALE: 48%
- FEMALE: 52%

and over **450 FAMILIES** (incl. dogs)

[INDYMCA.org/Wishbone5K](INDYMCA.org/Wishbone5K)

**How Your Support Makes a Difference**

Your participation in this annual Fishers tradition allows us to grow the reach of the Fishers YMCA Annual Campaign. Your support will help the Y respond to current crucial needs of families from our community and ensure the Y continues to be strong as we emerge better together.

More than one in every four members and one in every five program participants receive financial assistance. Providing Y for All means that we can assist more than 7,000 local families each year. The YMCA is for everyone, but we need your help to make that possible!

With donor support in 2019, the Fishers YMCA provided over $469,811 in financial assistance to help over 7,000 kids, families and adults in our community.

Last year we provided the ground-breaking YMCA Diabetes Prevention Program to 50 participants helping them to regain control of their health.

Last year we helped 20 cancer survivors and those battling the disease through our free LIVESTRONG program.

Our social media engagement is growing every day. We have 8,125 Facebook followers and 2,015 Instagram followers.

Over 14,800 members receive our monthly electronic newsletter.
### 2020 YMCA Partnership Levels

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<th>Level</th>
<th>Benefits</th>
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| **$5,000 Title Sponsor** | - TITLE sponsor with special recognition during event  
- Exclusive category/industry sponsor for the 2020 Wishbone 5K  
- Opportunity to EMCEE and address participants at the starting line  
- LARGE BANNER (4’ x 7.5’) designed by the Y and displayed for one year in the Fishers YMCA  
- CO–HOST event on Facebook with Fishers YMCA, promote your company’s involvement with the race prior to the event in 2 targeted Facebook/Instagram posts & broadcast live at the event  
- PROMINENT brand exposure on event promotional materials, registration site & front of event shirt  
- PROMINENT brand exposure in 2 Fishers YMCA monthly emails (14,800 subscribers) & 6 closed-captioned TVs (18,000 members)  
- Opportunity to display PROMINENT company banner/sign at event  
- Placement of promotional materials (approved by the Y) in event packet  
- 8 complimentary entry fees & exclusive $5 off discount code  |
| **$2,500 Sponsor** | - MEDIUM BANNER (3’ x 5.5’) designed by the Y and displayed for one year in the Fishers YMCA  
- SOCIAL MEDIA opportunity to promote your company’s involvement with the race in 2 targeted Facebook/Instagram posts  
- LARGE brand exposure on event promotional materials, registration site & event shirt  
- LARGE brand exposure in 2 Fishers YMCA monthly emails (14,800 subscribers) & 6 closed-captioned TVs (18,000 members)  
- Opportunity to display LARGE company banner/sign at event  
- Placement of promotional materials (approved by the Y) in event packet  
- 6 complimentary entry fees & exclusive $5 off discount code  |
| **$1,000 Sponsor** | - SMALL BANNER (1.5’ x 2.7.5’) designed by the Y and displayed for one year in the Fishers YMCA  
- SOCIAL MEDIA opportunity to promote your company’s involvement with the race in 1 targeted Facebook/Instagram post  
- MEDIUM brand exposure on event promotional materials, registration site & event shirt  
- MEDIUM brand exposure in 2 Fishers YMCA monthly emails (14,800 subscribers) & 6 closed-captioned TVs (18,000 members)  
- Opportunity to display MEDIUM company banner/sign at event  
- Placement of promotional materials (approved by the Y) in event packet  
- 4 complimentary entry fees & exclusive $5 off discount code  
| **$500 Sponsor** | In addition to the above benefits: WATER STOP (1 available) or FINISH LINE (1 available)  
- Opportunity for your staff to volunteer in this location in your company gear  
- Only company banner/sign displayed in this location  |
| **$250 Sponsor/Media Partner** | - SMALL brand exposure on event promotional materials, registration site & event shirt  
- SMALL brand exposure in 2 Fishers YMCA monthly emails (14,800 subscribers) & 6 closed-captioned TVs (18,000 members)  
- Opportunity to display SMALL company banner/sign at event  
- Placement of promotional materials (approved by the Y) in event packet  
- 2 complimentary entry fees & exclusive $5 off discount code  |

Please submit your PARTNERSHIP COMMITMENT form by October 1, 2020 to activate full benefits.
2020 YMCA PARTNERSHIP COMMITMENT

DONOR INFORMATION

Contact Name: ______________________________________________________________

Recognition Name: _________________________________________________________
(Please print your company name/family as you would like it to appear on the donor listings and the banner)

Address: ______________________________________________________________________

City: ___________________________________________________________________________

State: _______________________________  Zip:  __________________________________

Phone: ________________________________________________________________________

Email: _________________________________________________________________________

Signature: ____________________________________________________________________

PARTNERSHIP LEVEL

☐ $5,000  ☐ $2,500  ☐ $1,000  ☐ $500  ☐ $250

Don’t see a package that suits your needs? We are happy to customize an option specifically for your business!

Thank you for your generous support of our YMCA’s 2020 Annual Campaign. Your donation will help make it possible for all children and families to participate in safe, values-based programs, regardless of their ability to pay.

For every child who is learning and growing; and for every teen who is feeling a sense of belonging in a YMCA program; and for every family whose Y membership is helping them feel connected and supported, there is a generous YMCA contributor like you. Your support will help the YMCA achieve its goal to make sure no child or teen is left out and no family is left behind.

Thank you for your continued support of the YMCA’s efforts to reach those individuals who need us the most.

Jake Reardon-McSoley,
Executive Director

Please return to:
Mike Lindbloom, Associate Executive Director
Fishers YMCA
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