

**Friday, May 19**



# **LET'S PARTY FOR A PURPOSE**

**When you sponsor Ladies Night Out,  
you partner with us to make our  
community stronger.**

Every sponsorship investment helps to ensure all Y programs and services are available to all and the Y is strong for years to come.

**LADIES NIGHT OUT  
YMCA ANNUAL GIVING CAMPAIGN**

**ONE GASTON.  
ONE GOAL.**

# IMPACT & REACH THROUGH SPONSORSHIP

As a sponsor, you will receive significant exposure to our event guests, Y members, volunteers, and the community. Plus, we LOVE our sponsors! Below are a few examples of sponsor recognition.

- Social Media shout-outs on Facebook and Instagram
- Sponsor recognition on event communications
- Signage featured at the YMCA

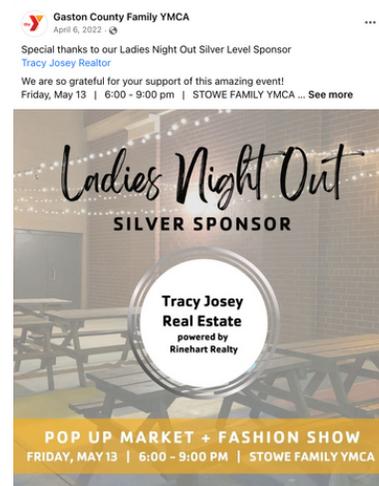
The Ys amazing reach:

More than 17,000 recipients via Y emails

Approximately 7,500 social media followers

Paid promotions on radio, social, and eBlasts.

## EXAMPLES



# WHY THE Y?



**The Gaston County Family YMCA is passionate about health and wellness and what being part of the community can do for your physical and mental health. We believe that everyone in the community should have a Y experience through Y membership and programs no matter their ability to pay. Sponsorships support Y programs and services like LiveStrong at the YMCA, drowning prevention, and childcare programs.**

In 2023, the YMCA is working to raise funds to strengthen the foundation of community by providing access to Y programs and services, creating access to much needed financial assistance, and collaborating to provide access to programs while sustaining the YMCA throughout Gaston County.

With your help we can better support our community.

**YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.**



## YMCA Areas of Focus



**Youth Development**  
Nurturing the potential of every child and teen.



**Healthy Living**  
Improving the nation's health and well-being.

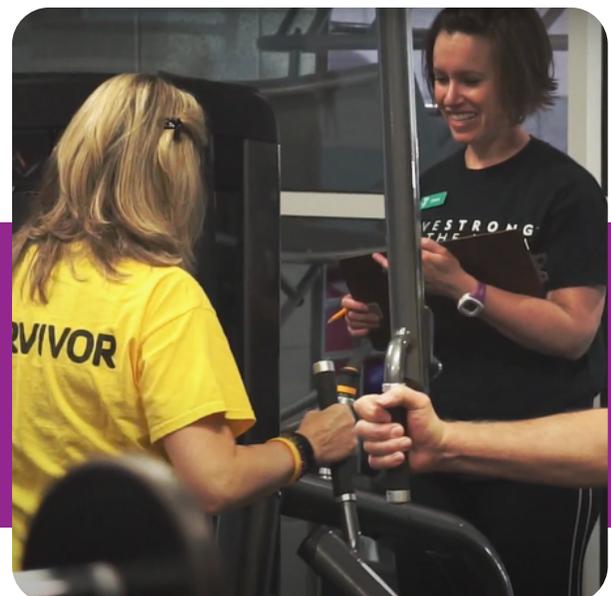


**Social Responsibility**  
Giving back and providing support to our neighbors.

# OPPORTUNITIES

SPONSOR BENEFIT	DIAMOND Exclusive to one Sponsor \$2500	GOLD \$1600	SILVER \$850	BRONZE \$600
Recognition on event promotions	✓			
Digital promotion at Y	✓			
Entrance signage at event	✓			
Promotional Booth space at event	✓	✓	✓	✓
Social Media Mentions	✓	✓		
Verbal recognition from stage	✓	✓	✓	
Website recognition	LOGO	LOGO	NAME	NAME
Recognition on Stowe Donor Boards	✓	✓	✓	✓

For more information or to give contact Katie Lank at [klank@gastonymca.org](mailto:klank@gastonymca.org) today.



Ladies Night Out supports impactful Y programs!

"Being in LiveSTRONG with other people who understand how you are feeling, nothing can compare. I feel like I had another family."  
- Carolyn, LiveSTRONG at the YMCA Survivor