



KRUEGER REINDEER ROMP



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PARTNERING FOR A BETTER US

When you sponsor the Harris YMCA Krueger Reindeer Romp 5k, and Joan Bailey Kids Obstacle Course on December 2, 2023, you partner with us to make our community better. Every sponsorship investment stays local and helps us address critical community needs and provides high impact programs that change lives. Together, we can align your organization's philanthropic and marketing goals with meaningful ways to give back and reach target markets.





EVENT REACH

The Harris YMCA's Krueger Reindeer Romp is the second longest tenured community-building athletic event in the SouthPark area. This family-friendly race promotes fun, healthy living and is a favorite holiday tradition.



ABOUT GARY L. KRUEGER

A devoted family man, avid runner and former Harris YMCA board member, Gary L. Krueger exemplified the very best traits of a YMCA volunteer. His son, Michael, served on the board and continues to volunteer regularly with the YMCA. Always thoughtful and engaged, Gary Krueger viewed his service to the YMCA as a way to strengthen bodies, spirits and our community. Each December, the Harris YMCA holds the Krueger Reindeer Romp to not only honor Gary Krueger's legacy of dedicated service, but also to bring families together in a spirit of community during the holiday season.



MARKETING & BRANDING

From targeted digital marketing to grass roots efforts, our strategy and high brand recognition draw first-time and seasoned athletes in key demographic groups. As a Krueger Reindeer Romp sponsor, you enjoy significant exposure to our athletes, volunteers and the community. Plus, we love recognizing our sponsors! These are just a few examples of sponsor recognition and reach.

- › Recognition on our website and Race Registration site (55,000 average monthly visitors)
- › Social media shout-outs (111,000 followers across all YMCA of Greater Charlotte social channels)
- › Sponsor signage featured at key points along the course, start/finish line and water stops
- › Recognition on race participant hoodies

OUTDOOR BANNER

the Y 2022 KRUEGER REINDEER ROMP 		
GOLD SPONSORS	SILVER SPONSORS	BRONZE SPONSORS
  	   	     

HOODIE FRONT



HOODIE BACK





ABOUT OUR SOUTH BOULEVARD COMMUNITY STRENGTHENING

As a commitment to serving the growing Hispanic population in our local community, the Harris YMCA works in partnership with neighboring Hispanic families, local schools, community initiatives and like-minded nonprofits to improve the quality of life for all families across Charlotte's South Boulevard corridor. Our community strengthening efforts include the support of programs like English as a Second Language, Parents as Teachers and Community Workshops. Through a series of seven Community Workshop sessions each year, local families receive valuable support and information focused on healthy living, mental health support, and access to community and school resources.



IMPACT

The Harris YMCA's Krueger Reindeer Romp benefits two critical programs that support Charlotte's South Boulevard community: English as a Second Language (ESL) and Parents as Teachers (PAT). Our ESL program serves approximately **200 participants** annually. PAT provides **25 families** who are under-resourced with access to the education and support they need to help their children develop optimally and prepare for kindergarten.



"My first experience with the Y came through English as a Second Language. The classes taught me to be more confident with my English, and more comfortable interacting with people and my surroundings.

My second experience with the Y came when I joined the Parents as Teachers program. I've learned about child development and where both my kids should be developmentally. I've also gained group connections by interacting with other participants and have been able to get connected with community resources.

PAT and ESL have taught me new things that have made an impact on the way I interact with my children. I am more confident and able to better communicate with them now. I am thankful for the opportunities the Y has provided for my family."

– Geydi Paz



Parents as Teachers Evidence-Based Model is a comprehensive home-visiting, parent education model designed to increase parent knowledge of early childhood development, improve parent practice, provide early detection of developmental delays and health issues, prevent child abuse and increase a child's school readiness.



2023 KRUEGER REINDEER ROMP INVESTMENT OPPORTUNITIES

Race Day: December 2, 2023

SPONSOR BENEFITS	PRESENTING \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition on Branch Signage	Premier Logo	Logo	Logo	Name
Recognition on Event Signage	Premier Logo	Logo	Logo	Name
Recognition on Race Sweatshirt	Premier Logo	Logo	Logo	Name
Recognition on YMCA Facebook and LinkedIn	Premier Logo	Logo	Logo	
Recognition on YMCA website and Race Registration				
Recognition on Course Event Signage				
Recognition During Race Day Announcements				
Digital Donor Recognition in Branch				
Recognition in Charlotte Business Journal thanking YMCA sponsors				
Presenting Sponsor Recognition, i.e. YMCA Reindeer Romp presented by (insert company name)				
Recognition in Email Communications				

In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format. If the sponsor does not supply a high-quality logo by November 2, 2023, the company name will be used instead.

For more information or to secure a sponsorship, contact:

Rick Dunlap | rick.dunlap@ymcacharlotte.org | 704-890-6310

Courtney Stout | courtney.stout@ymcacharlotte.org | 502-807-0840

As an exclusive organization that welcomes sponsorship support and partnership opportunities from a wide variety of organizations, the YMCA of Greater Charlotte does not offer sponsor exclusivity based on industry or service/product offerings, except in rare circumstances deemed appropriate by the YMCA.