



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

31ST ANNUAL McCROREY YMCA MLK HOLIDAY CELEBRATION

MONDAY,
JANUARY 20, 2025

DREAMING INTO THE FUTURE



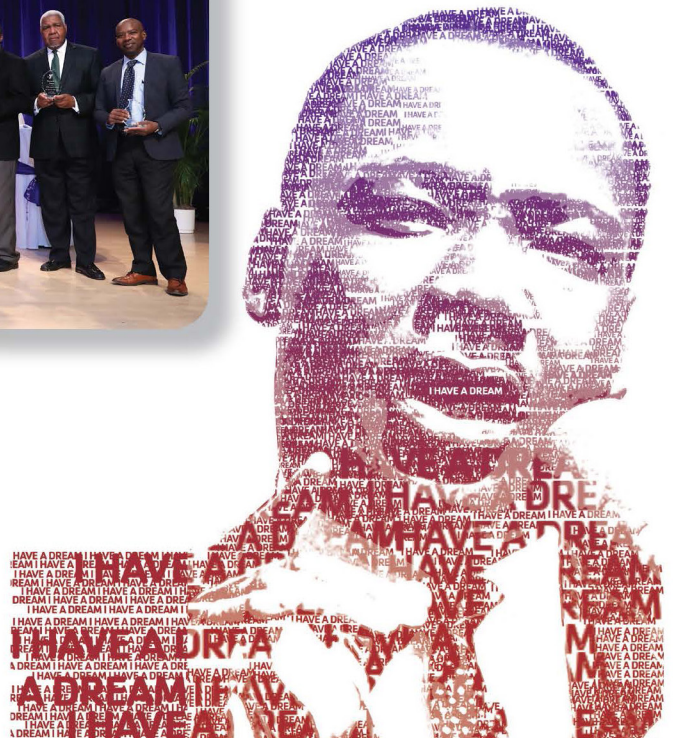


DREAMING INTO THE FUTURE

Dr. Martin Luther King, Jr. once said:

“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”

The McCrorey YMCA honors Dr. King’s legacy every day, taking an active role in strengthening our community and giving kids, teens and adults the opportunity to build brighter futures through healthy mind, body and spirit.





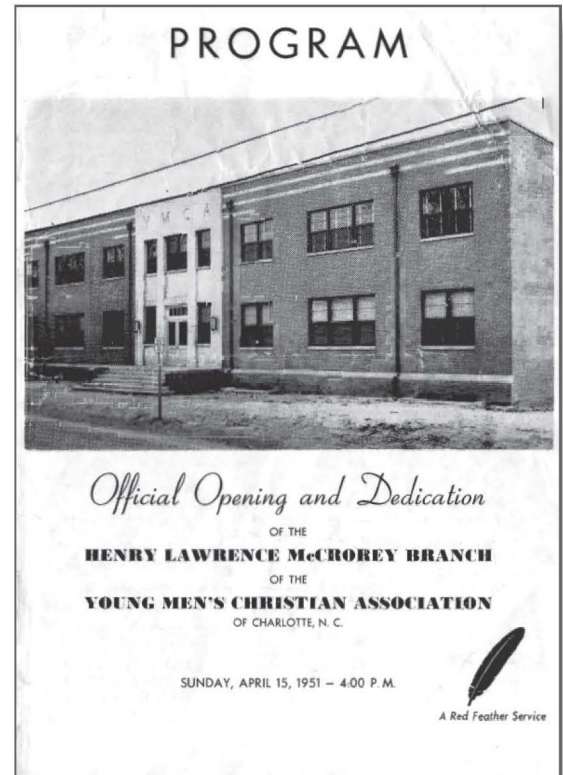
ABOUT THE McCROREY FAMILY YMCA & THE EVENT

Founded in 1936 as the Second Street YMCA, The McCrorey YMCA is the second oldest YMCA in Charlotte and was the first African-American YMCA in the area. We have a strong tradition of delivering programs, services and events that build relationships and enhance quality of life in Charlotte's Northwest Corridor.

The MLK Holiday Breakfast is The McCrorey YMCA's cornerstone event.

Rich with tradition, it is the area's largest MLK Day observance and has grown to welcome more than 1500 attendees.

Since 1993, the annual breakfast has engaged a diverse audience of Charlotteans who come together to honor Dr. King's spirit of service. The breakfast features nationally acclaimed keynote speakers who interact and promote thoughtful, socially-conscious discussion among business professionals, civic leaders and service-minded citizens.



DREAMING
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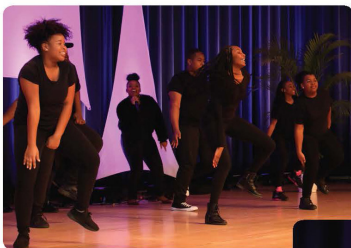
IMPACT ON THE NORTHWEST CORRIDOR

Together with our sponsors, members, volunteers and community partners,
The McCrorey YMCA strives to

strengthen our dynamic, culturally vibrant and historic community.

Your investment in this event empowers multiple initiatives across our neighborhood
for programs like:

- Enrichment and leadership development for 600 teens participating in youth programs
- Scholarships for literacy-based afterschool and summer camp programs that serve 300 children annually
- Financial Assistance that supports 1/3 of the 750 senior members of our community who participate in programs that help prevent isolation by bringing them together to share in common interests like water exercise, walking, wellness workshops, creative arts, travel excursions and Christian fellowship.
- Access to chronic disease prevention programs that help participants overcome health challenges and provide tools and resources which aid in the adoption of healthy lifestyles.



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Since its inception in 1993, our annual breakfast has honored the legacy of the Reverend Martin Luther King Jr. Your investment provides children and families access to life-changing YMCA programs to those in our community.

EVENT LOCATION: CROWN BALLROOM | 400 EAST MLK BLVD

EVENT DATE: MONDAY, JANUARY 20, 2025 8:00 AM

SPONSORSHIP LEVELS

PRESENTING SPONSOR \$25,000

- Premiere Seating – 3 tables of 10
 - Recognition during event on presentation screens (logo)
 - Table signage recognition (logo)
 - Digital donor recognition at McCrorey YMCA (logo)
 - Recognition on McCrorey YMCA website and event registration (logo)
 - Recognition on Facebook and LinkedIn
 - Recognition in the Charlotte Business Journal thanking YMCA Sponsors
 - Recognition in email communication
 - Opportunity for company representative to speak during event (three minutes).
- Note: Sponsorship must be confirmed by 12/1/24 to receive this benefit.

RESPONSIBILITY SPONSOR \$15,000

- Premiere Seating – 2 tables of 10
 - Recognition during event on presentation screens (logo)
 - Table signage recognition (logo)
 - Digital donor recognition at McCrorey YMCA (logo)
 - Recognition on McCrorey YMCA website and event registration (logo)
 - Recognition on Facebook and LinkedIn
 - Recognition in the Charlotte Business Journal thanking YMCA Sponsors
 - Opportunity for company representative to speak during event (two minutes).
- Note: Sponsorship must be confirmed by 12/1/24 to receive this benefit.

DREAM SPONSOR \$10,000

- Premiere Seating – 2 tables of 10
- Recognition during event on presentation screens (logo)
- Table signage recognition (logo)
- Digital donor recognition at McCrorey YMCA (logo)
- Recognition on Facebook and LinkedIn
- Recognition in the Charlotte Business Journal thanking YMCA Sponsors

The deadline to be included as an event sponsor is December 20, 2024. 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 December 20, 2024, the company name will be used instead.

Please indicate the sponsor level at which you or your company would like to participate.

- PRESENTING SPONSOR \$25,000** **RESPONSIBILITY SPONSOR \$25,000** **DREAM SPONSOR \$10,000**
 CARING SPONSOR \$5,000 **RESPECT SPONSOR \$3,000** **FAITH SPONSOR \$2,000**
 HONESTY SPONSOR \$1,000 **COMMUNITY SPONSOR \$3,000** **OTHER \$ _____**

Contact Person _____

Organization or Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Mail to: **McCROREY YMCA MLK HOLIDAY BREAKFAST**

3801 Beatties Ford Road | Charlotte, NC 28216 | Attn: Debbie Smith | Phone: 704 716 6513 | debbie.smith@ymcacharlotte.org

Make check payable to **McCROREY YMCA**

CARING SPONSOR \$5,000

- Premiere Seating – 2 tables of 10
- Recognition during event on presentation screens (logo)
- Table signage recognition (logo)
- Digital donor recognition at McCrorey YMCA (logo)
- Recognition in the Charlotte Business Journal thanking YMCA Sponsors

RESPECT SPONSOR \$3,000

- Seating – 1 table of 10
- Recognition during event on presentation screens (name)
- Table signage recognition (name)
- Digital donor recognition at McCrorey YMCA (name)

COMMUNITY TABLE SPONSOR - \$3,000

Donated tables provide 10 complimentary tickets for youth who would otherwise be unable to attend the MLK Holiday Breakfast. Community Table Sponsors receive RESPECT level benefits.

- Seating – 1 table of 10
- Recognition during event on presentation screens (name)
- Digital donor recognition at McCrorey YMCA (name)
- Table signage recognition (name)
- Recognition on McCrorey YMCA website and event registration

FAITH SPONSOR \$2,000

- Seating – 1 table of 10
- Recognition during event on presentation screens (name)
- Table signage recognition (name)

HONESTY SPONSOR \$1,000

- Reserved seating for 5
- Recognition during event on presentation screens (name)

If you would like to donate your unused tickets/seats, please contact us to distribute them to community members who would otherwise be unable to attend. For more information, visit ymcacharlotte.org/MLK