

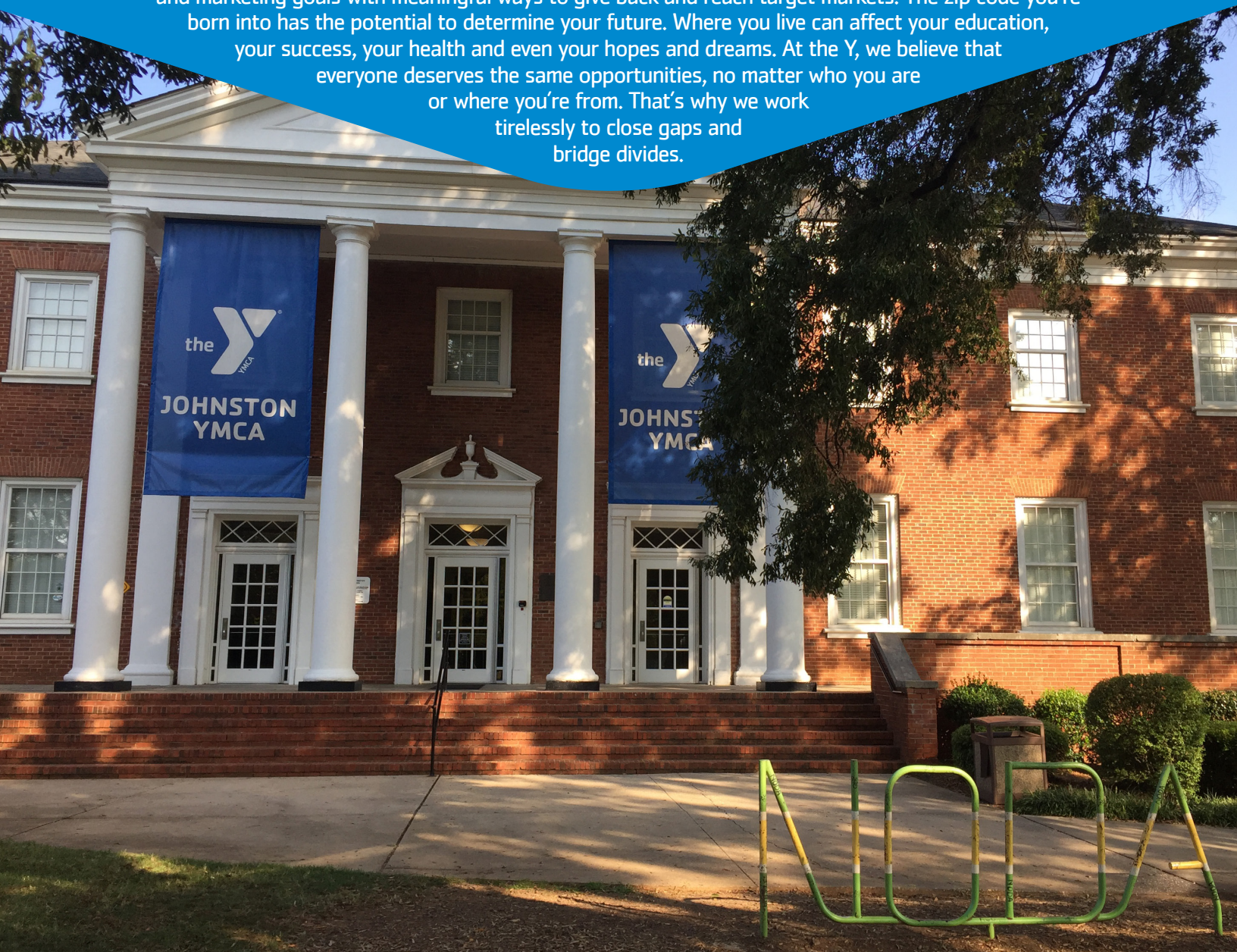


FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# PARTNERING FOR A BETTER US

**When you sponsor A Night Out for Johnston on September 20, 2019  
you partner with us to make our community better.**

Every sponsorship investment stays local and helps us address critical community needs and provide 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. The zip code you're born into has the potential to determine your future. Where you live can affect your education, your success, your health and even your hopes and dreams. At the Y, we believe that everyone deserves the same opportunities, no matter who you are or where you're from. That's why we work tirelessly to close gaps and bridge divides.

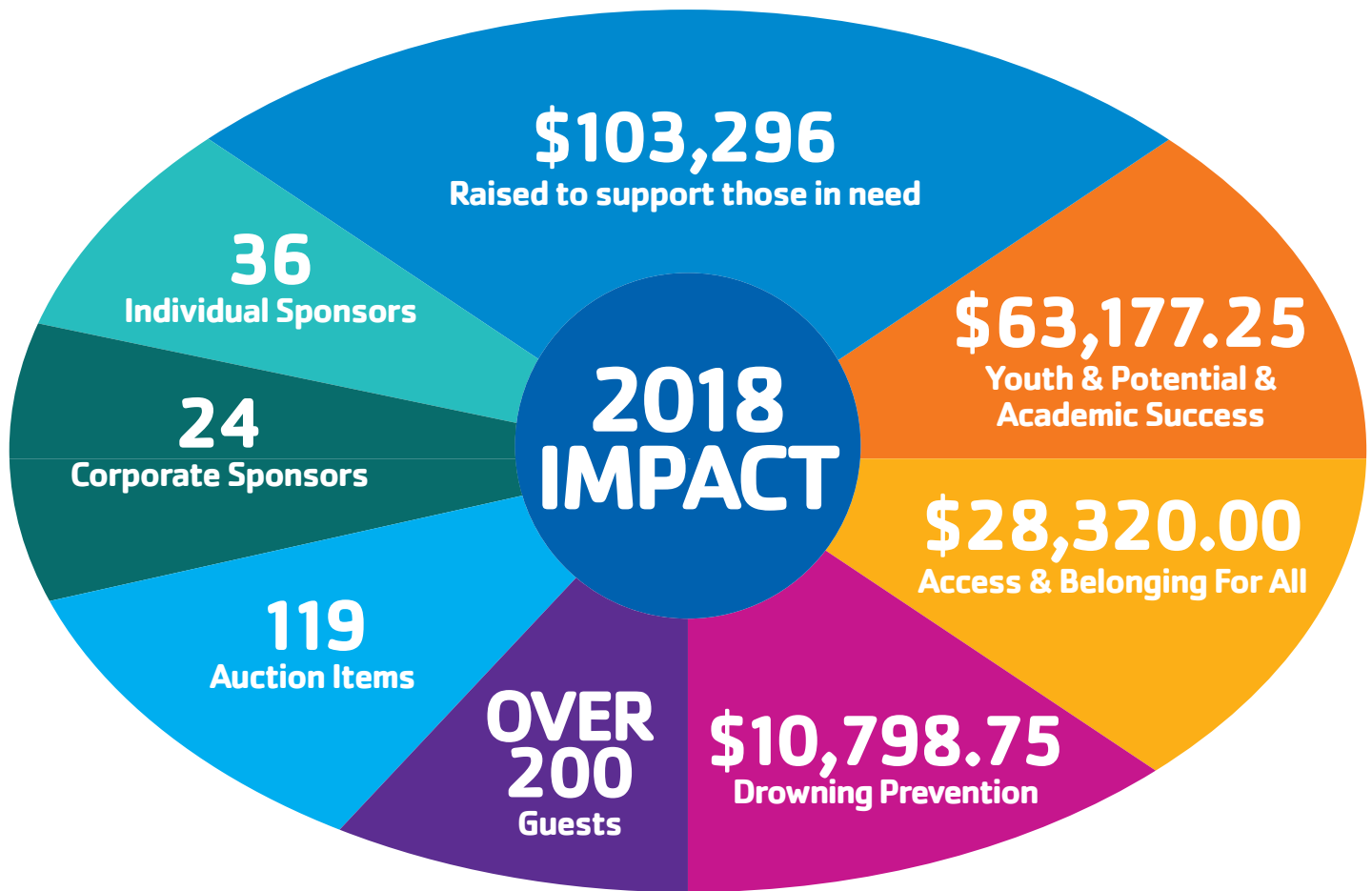






# EVENT REACH

**LAST SEPTEMBER MORE THAN 200 GUESTS** attended A Night Out for Johnston and the event continues to grow each year. With your support, we can continue this growth with more fun, engagement, fellowship and opportunities to support those who need us most.



# IMPACT

Through the generous support of our sponsors, **A Night Out for Johnston** was able to raise **\$103,296** last year to help provide life-changing programs that inspire potential and promote academic success for kids in need at the Johnston YMCA.



## CHILD DEVELOPMENT

The Y understands that the future of our community depends on the success of children. We also know that not all children have what they need to thrive and too many start kindergarten underprepared. That's why we support all children and their families with foundational skills in their early years that promote academic success and surround them with strong role models and enriching experiences to build self-reliance and foster lifelong healthy habits.

Sponsor support has the potential to provide children and families in need with access to high-impact youth development programs that can shape a child's future. Your generosity could fund the financial assistance a child needs to be able to participate in YMCA summer camp, afterschool, preschool or youth sports. Each year, thousands of children and families in Northeast Charlotte receive financial assistance to participate in Johnston YMCA programs.

**"My granddaughter with autism came to the Johnston Y summer camp a few years ago and has returned every summer. She wasn't speaking and at the end of that particular summer she was speaking in sentences, rode the bus on field trips for the first time, made friends and in so many ways developed into her own self. We are so thankful for that summer, who she became and for the Y staff".**  
- Camp Parent



**"My life would be completely different today if it wasn't for my coaches who cared for me at the YMCA. I feel an obligation to give back through coaching and a mentor for other kids who don't have a father figure in their life".**  
- Volunteer Coach



# 2019 A NIGHT OUT FOR JOHNSTON INVESTMENT OPPORTUNITIES SEPTEMBER 20, 2019

SPONSOR BENEFITS	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Number of children served through high impact Y programs that change lives	150	100	50	25	10	5
Recognition in 2019 YMCA of Greater Charlotte Donor Report	➤	➤	➤	➤	➤	➤
Recognition on event signage and print materials (examples: program, banner, digital screens)	Logo	Logo	Logo	Logo	Name	Name
Recognition on Johnston YMCA donor wall	➤	➤	➤	➤	➤	
Recognition on YMCA sponsors webpage	Logo	Logo	Logo	Logo		
Recognition on YMCA social media	➤	➤	➤	➤		
Digital signage (YTV) recognition at YMCA branch(es) for 30 days	Multi-branch	Multi-branch	Single-branch			
Verbal recognition during event	➤	➤	➤			
Digital recognition at event	➤	➤				
Recognition in email communicating with event participants (example: thank you for attending)	➤	➤				
Recognition in email promoting event to target audience, including YMCA members	➤					
Opportunity to speak during event	➤					
Recognition on all pre-event marketing materials	➤					

\*In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by August 23, 2019. If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.

**For more information or to secure a sponsorship, contact:**  
**Lindsay Lowry | [lindsay.lowry@ymcacharlotte.org](mailto:lindsay.lowry@ymcacharlotte.org) | 704 716 6342**

As an inclusive 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.



# A NIGHT OUR FOR JOHNSTON COMMITMENT FORM

SEPTEMBER 20, 2019 | HEIST BREWERY | 6:30 PM

## SPONSORSHIP LEVELS:

- ☐ \$15,000      ☐ \$2,500  
☐ \$10,000      ☐ \$1,000  
☐ \$5,000      ☐ \$500

## NON-SPONSORSHIP LEVELS:

- ☐ OTHER | Indicate Amount: \$ \_\_\_\_\_

## CONTACT INFORMATION:

\_\_\_\_\_  
BUSINESS/ORGANIZATION NAME (IF APPLICABLE)

\_\_\_\_\_  
CONTACT NAME:

\_\_\_\_\_  
CONTACT EMAIL:

\_\_\_\_\_  
MAILING ADDRESS:

\_\_\_\_\_  
PHONE:

\_\_\_\_\_  
CITY:

\_\_\_\_\_  
STATE:

\_\_\_\_\_  
ZIP:

## PAYMENT OPTIONS:

- ☐ CREDIT CARD  
☐ PLEASE INVOICE  
☐ CHECK (MADE PAYABLE TO JOHNSTON YMCA)

## CREDIT CARD INFORMATION:

\_\_\_\_\_  
NAME ON CARD:

\_\_\_\_\_  
CARD NUMBER:

\_\_\_\_\_  
EXPIRATION DATE

**To ensure all sponsor entitlements, confirmation and logos must be received by August 23, 2019.**

Please contact Lindsay Lowry with any questions: [lindsay.lowry@ymcacharlotte.org](mailto:lindsay.lowry@ymcacharlotte.org) | 704 716 6342

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