



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PARTNERING FOR A BETTER US

When you sponsor the 46th Annual 2025 Corporate Cup Half Marathon, Half Marathon Relay, 5k, and Fun Run, you partner with us to make our community better. As Charlotte's oldest and most historic road race, we ensure 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.



MARCH 1, 2025



EVENT REACH

IN MARCH 2024, MORE THAN 2,800 RUNNERS took to the streets of Uptown Charlotte, South End, Dilworth and Myers Park to compete in the 45th annual Corporate Cup 5K and Half Marathon. Hosted by the Center City YMCAs, the event reaches thousands of runners, volunteers and supporters across the Greater Charlotte community.





MARKETING & BRANDING

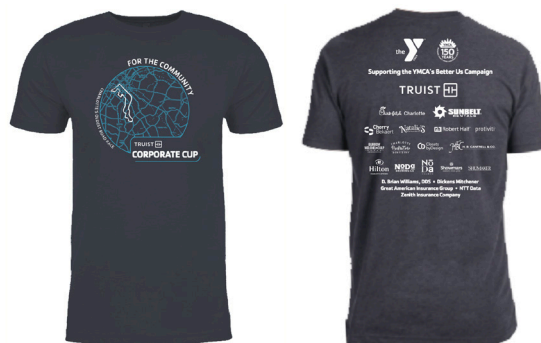
Our robust advertising strategy and high brand recognition draws first-time and seasoned runners in key demographic groups, including millennials. As a Corporate Cup sponsor, you enjoy significant exposure to our runners, volunteers and the community. Plus, we love recognizing our sponsors! These are just a few examples of our sponsor recognition and reach:

- Recognition on our website (55,000 average monthly visitors)
- Social media shout-outs (111,000 followers across all YMCA of Greater Charlotte social channels)
- Recognition in email communication sent to race participants
- T-shirts given to runners and volunteers
- Sponsor signage featured at key points along the course, including line and mile markers
- Recognition in the Charlotte Business Journal thanking YMCA race sponsors

MILE MARKER



T SHIRT



FINISH LINE BANNER



WEBSITE RECOGNITION



SOCIAL MEDIA



IMPACT

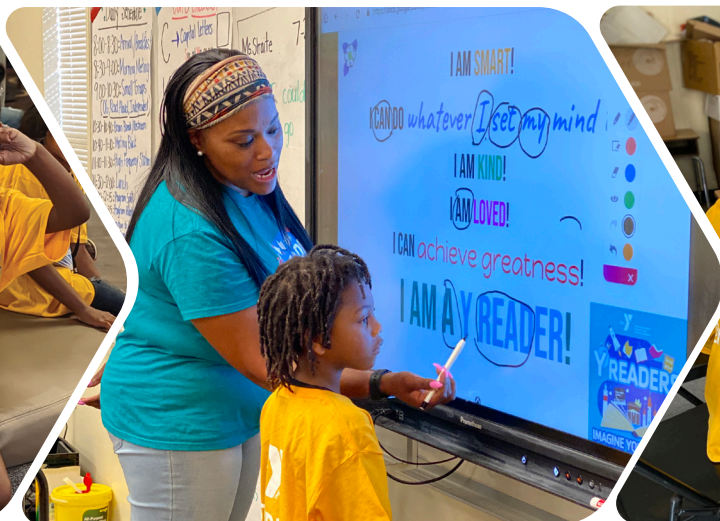
Through the generosity of the 2024 Corporate Cup we were able to raise more than \$250,000 to support our community's most urgent needs and long-term well-being. Thank you for partnering with us to transform lives and communities.



Since 1874, the YMCA of Greater Charlotte has remained steadfast in our commitment to youth development, healthy living and social responsibility. Powered by the generosity of our donors, members and partners, we are able to serve those in our community that need us most.

In 2024, we were able to serve the community and create opportunities and enriching experiences for all in many ways, including:

- Provide over \$2 million in financial scholarships for programs like preschool, afterschool and summer camp.
- Serve over 3,000 children with literacy instruction through programs like Y Readers, which is offered at no charge to students.
- Provide more than 1,500 children with swim lessons at affordable rates for their families.





46TH ANNUAL CORPORATE CUP FUN RUN, 5K, RELAY & HALF MARATHON INVESTMENT OPPORTUNITIES MARCH 1, 2025

	\$10,000 PREMIER	\$5,000 GOLD	\$2,500 SILVER	\$1,000 BRONZE
Recognition on Center Signage	LOGO	LOGO	LOGO	NAME
Recognition on Event Signage	LOGO	LOGO	LOGO	NAME
Recognition on Race T-Shirt	LOGO	LOGO	LOGO	NAME
Recognition on Facebook and LinkedIn	LOGO	LOGO	LOGO	
Recognition on Course Signage	LOGO (3)	LOGO (2)	LOGO (1)	
Recognition on YMCA Website and Race Registration Site	>	>	>	
Digital Donor Recognition in Center	>	>		
Recognition during Race Day Announcements	>	>		
Recognition in Charlotte Business Journal thanking YMCA sponsors	>	>		
Sole Recognition Opportunity (Examples: Power-Up Station Sponsor, Team Lounge Sponsor, Bag Drop Sponsor)	>			

In order to fulfill benefits with logo usage, sponsors are required to submit a high-resolution logo in EPS format by January 22, 2025. 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:
Dalton Moore | dalton.moore@ymcacharlotte.org | 704 860 6896**

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.