



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# PARTNERING FOR A BETTER US

When you sponsor the 2022 Truist Corporate Cup 5k and Half Marathon, 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.





# EVENT REACH

## IN AUGUST 2021, MORE THAN 1,100 RUNNERS

took to the streets of Uptown Charlotte, South End, Dilworth and Myers Park to compete in the 42nd annual Truist Corporate Cup 5K and Half-Marathon. Hosted by the Childress Klein YMCA, 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 Truist 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 (472,000 average monthly visitors)
- › Social media shout-outs (90,000 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

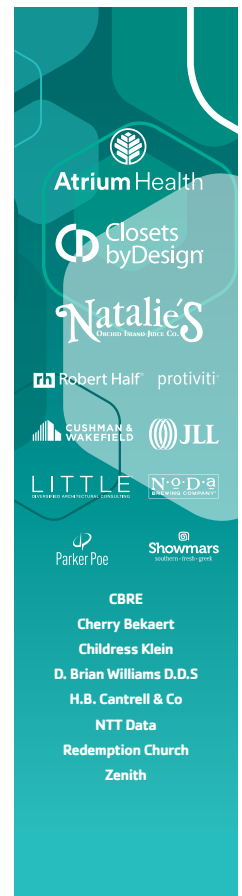
Mile Markers



T-Shirt



Finish Line Banner



Website Recognition



Social Media



Finish Line Banner



# IMPACT

Through the generosity of the 2021 YMCA Truist Corporate Cup 5K and Half Marathon, we were able to raise \$147,000 to support our community's most urgent needs and long-term well-being. Thank you for partnering with us during a year unlike any other to transform lives and communities.



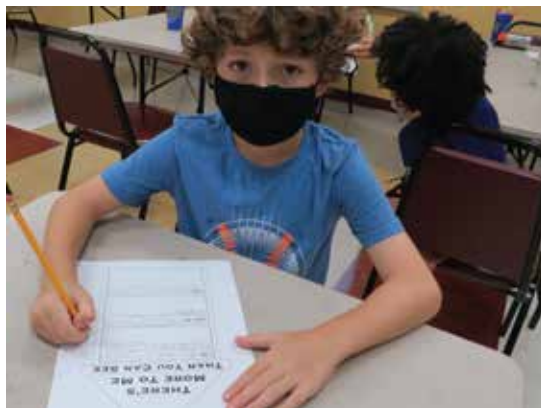
## HERE FOR GOOD

Despite unprecedented and difficult circumstances, our Y remains steadfast in our commitment to youth development, healthy living and social responsibility. Powered by the generosity of our donors, members and partners, we reimaged our branches and reinvented our programs, expanding how we serve those who need us most. And, together, what we've accomplished is truly extraordinary.

**Throughout 2021, we continued our work to serve the community and create opportunities and enriching experiences for all, including:**

- Expanding our partnership with Loaves and Fishes and provided critical access to fresh produce, meat, dairy, and bread through Pop-Up Food Shares, serving more than 20,000 individuals since July 2020
- Engaging 2,935 teens in the Level Up program in four YMCA branches for meals and safe social enrichment programs
- Serving 737 children in Y Readers, our nationally recognized literacy program, during Summer 2021- 518 virtual and 219 in person
- Giving over 11,500 kids the chance to have fun and enriching experiences during our day and overnight camps, while operating safely during pandemic
- Reactivating sports programs for youth and young adults with diverse abilities like Miracle League Baseball and the inaugural Adaptive Swimming program

**We appreciate our corporate sponsors and the engagement of our volunteer partners!**





# TRUIST CORPORATE CUP 5K & HALF-MARATHON INVESTMENT OPPORTUNITIES March 5, 2022

	\$5,000 GOLD	\$2,500 SILVER	\$1,000 BRONZE
10'x10' display table at event	>	>	>
Recognition during race day announcements	>	>	>
Recognition on YMCA social media channels	>	>	>
Year-round in-branch recognition (Childress Klein YMCA only)	>	>	>
Recognition on runner and volunteer t-shirt	Logo	Logo	Logo*
Recognition on YMCA website	Logo	Logo	Name
Event signage recognition - finish line banner	Logo	Logo	Name
Event signage recognition - yard sign mile markers (# of signs along course)	Logo (2)	Logo (1)	
Digital signage (YTV) recognition at select YMCA branches for 30 days	Logo	Name	
Recognition in pre-race email(s) communicating with participants	>		
Recognition in Charlotte Business Journal thanking YMCA sponsors	>		

\*Safety is our top priority and the YMCA of Greater Charlotte is continuing to partner with local officials to ensure the 2022 Truist Corporate Cup 5K & Half Marathon is safe for all participants. If we are unable to host the race in-person, we will host engaging virtual race options and work with all sponsors to ensure an appropriate level of recognition benefits are provided.

\*Logo will only be used for cash donations. In-kind contributions valued at \$1,000 will receive name recognition. In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by February 1, 2022. 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:  
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