



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## PARTNERING FOR A BETTER US

When you sponsor the 2024 C2 Obstacle Trail Run 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.

**OCTOBER 5, 2024**







# EVENT REACH

The C2 Obstacle Trail Run brings families, friends, coworkers and fitness buddies together for healthy team-building competition and tons of fun.



# 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 C2 Obstacle Trail Run 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 (472,000 average monthly visitors)
- › Social media shout-outs (94,000 followers across all YMCA of Greater Charlotte social channels)
- › T-shirts given to all participants and volunteers
- › Sponsor signage featured at key points along the course, including obstacles, start/finish line and water stops

## OUTDOOR BANNER



### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS

CHRIST THE KING CHURCH • CROSS COUNTRY MORTGAGE • PUERTO NUEVO • SANSTONE HEALTH & REHAB • STEELE CREEK COMMUNITY PLACE  
 STEELE CREEK PEDIATRIC DENTISTRY • TRULIANT FEDERAL CREDIT UNION • WORTH TAX ADVISORS

T-SHIRT FRONT



T-SHIRT BACK



# IMPACT

Through your generous support of our 2023 C2 Obstacle Trail Run race, our Y community was able to raise **\$45,000 to help provide life-changing youth programs that inspire potential and promote academic success for kids in our community.**



## CHILD DEVELOPMENT

The Y understands that the future of our community depends on the success of children. We also know that not all children and teens have what they need to thrive. That's why we support them with strong role models and enriching experiences that promote academic success, build self-reliance and foster lifelong healthy habits.

Sponsor support helps us inspire kids to reach their greatest potential academically, socially, emotionally and physically through high impact programs that change lives, including camp, afterschool, preschool and sports.

**“ As a kid who has often been shunned for being themselves, camp has allowed my child to be who they are without feeling like they need to hide. We have seen a big improvement since coming to camp! Without this scholarship, my child would not have had this opportunity. We are incredibly grateful for the experience.”**

**– Camp Parent**







# 2024 C2 OBSTACLE TRAIL RUN INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	PRESENTING \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Presenting Sponsor recognition	>			
Recognition in Email Communications	>			
Signage at (1) water station along the course	>			
Recognition in Charlotte Business Journal thanking YMCA sponsors	>	>		
Digital Donor Recognition in Branch	Premier Logo	Logo		
Recognition on YMCA Facebook and LinkedIn	Premier Logo	Logo	Logo	
Recognition during race day announcements	>	>	>	
Recognition on Course Event Signage	Logo (4)	Logo	Logo	
Recognition on YMCA Website and Race Registration	Premier Logo	Logo	Logo	
Recognition on race t-shirt	Premier Logo	Logo	Logo	Name
Recognition on Event Signage	Premier Logo	Logo	Logo	Name
Recognition in Branch	Premier Logo	Logo	Logo	Name

\*In order to fulfill benefits with logo usage, sponsors are required to submit full payment and a hi-resolution logo in EPS format by September 5, 2024. 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:**

**Andi Kennington | [andi.kennington@ymcacharlotte.org](mailto:andi.kennington@ymcacharlotte.org) | 704-618-1912**

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.

**For 150 years, the YMCA of Greater Charlotte serves those that need us most. Through innovation, implementation, and the support of our neighbors, like you, the Y creates a place of belonging.**

