



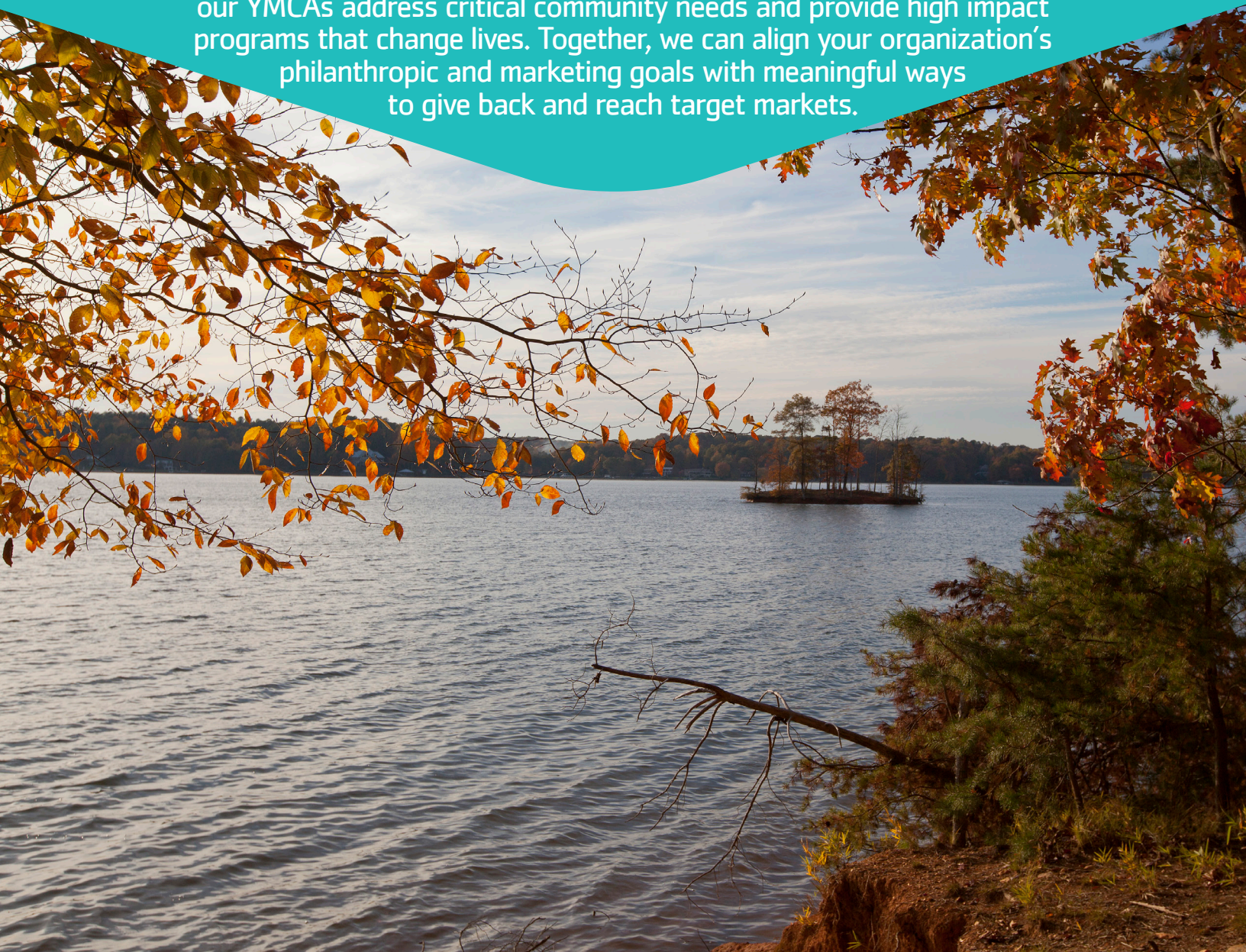
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



TASTE OF THE LAKE

PARTNERING FOR A BETTER US

When you sponsor 2019 Taste of the Lake, you partner with us to make our community better. Every sponsorship investment stays local and helps our YMCAs 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.





TASTE OF THE LAKE OCTOBER 18, 2019

Join us for our signature fundraising event benefiting the Lowe's and Lake Norman YMCAs. Engage in silent and live auctions while enjoying food and beverages from Lake Norman area restaurants. Event proceeds support life-changing Y programming for those who need us most in the Lake Norman and Mooresville communities.

From early learning to college prep, water safety to healthy living, we give everyone the opportunities they need to reach their full potential.

PRESENTING SPONSOR



EVENT DETAILS & FEATURES

- **Live Jazz band**
- **Food from some of Lake Norman's most popular restaurants**
- **Silent and live auctions**
- **The opportunity to help transform lives by supporting high-impact programs such as Safety Around Water, Y Readers, summer camp, LIVESTRONG at the YMCA and Adaptive Water Skiing**



YOUTH 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 under-prepared. That's why we support all children and their families with foundational skills in their early years and surround them with strong role models and enriching experiences as they learn and grow.

When you support the Y, your gift has the potential to fund the financial assistance a child needs to be able to participate in high-impact youth programs that can shape their future. Each year thousands of children and families in our community get the chance to engage in summer camp, afterschool, sports and swim lessons at the Lowe's and Lake Norman YMCAs through the generosity of our donors.

“ The staff at the YMCA is diverse and respectful to the individual needs of each of its members and non-members. Their caring and love for each child is evident every day. The afterschool staff is top notch from the management to each individual counselor and we are always greeted with a smile. For anyone looking for a safe, fun, and loving environment for their children they need to look no further then the Lowe's YMCA.”

- Afterschool Parent



INCLUSION PROGRAMMING



All children deserve the chance to thrive regardless of ability. Our Y's inclusion programming utilizes specially trained staff to ensure that children with diverse abilities have the tools, support and environment they need to gain independence and foster healthy relationships with their peers. Inclusion programming is woven into traditional afterschool, preschool, childcare and summer camp, and supports children ages 0 to 17.

"My son Cody loves adventure, challenges and the water; but because of spina bifida, water sports once seemed impossible. Yet, at the age of 10, Cody recently completed his fifth year in the Y's Adaptive Water Skiing program.

He takes great pride in being able to compete in an athletic event, and his confidence to embrace more obstacles.

Without this program and the support of the Lake Norman YMCA, Cody would not get to experience competitive fun in the water."

- Casey Sherrill



2019 TASTE OF THE LAKE INVESTMENT OPPORTUNITIES

| SPONSOR BENEFITS | PRESENTING SPONSOR \$10,000 | GOLD SPONSOR \$5,000 | SILVER SPONSOR \$2,500 | BRONZE SPONSOR \$1,250 | TABLE SPONSOR \$750 |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-------------------------|---------------------------|---------------------------|------------------------|
| Complimentary event tickets | 10 | 10 | 10 | 10 | 10 |
| Recognition in YMCA of Greater Charlotte Annual Donor Report | > | > | > | > | > |
| Recognition on event signage and print materials (examples: program, banner, digital screens) | Logo | Logo | Logo | Name | Name |
| Recognition on YMCA website | Logo | Logo | Logo | Name | |
| Digital signage (YTV) recognition at Lowe's & Lake Norman YMCAs for 30 days | Logo | Logo | Logo | Name | |
| Recognition on donor walls at Lowe's & Lake Norman YMCAs | > | > | > | > | |
| Recognition on YMCA social media channels | > | > | > | | |
| Recognition via emcee announcements throughout the event | > | > | > | | |
| Opportunity to host promotional table at the event | > | > | | | |
| Year-round signage recognition at Lowe's & Lake Norman YMCAs | > | > | | | |
| Recognition in email communication with event attendees | > | | | | |
| Recognition in email communication promoting event to target audiences, including Lake Norman & Lowe's YMCA members and volunteers | > | | | | |

*In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by September 30, 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:
Jameka Haynes | jameka.haynes@ymcacharlotte.org | 704 716 4019



TASTE OF THE LAKE COMMITMENT FORM OCTOBER 18, 2019

SPONSORSHIP LEVELS:

- PRESENTING | \$10,000 GOLD | \$5,000
- SILVER | \$2,500 BRONZE | \$1,250
- TABLE | \$750

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 LAKE NORMAN OR LOWE'S YMCA)

BRANCH:

- LAKE NORMAN
- LOWE'S

CREDIT CARD INFORMATION:

NAME ON CARD:

CARD NUMBER:

EXPIRATION DATE

To ensure all sponsor entitlements, confirmation and logos must be received by September 30, 2019.

Questions? Contact: jameka.haynes@ymcacharlotte.org | 704 716 4019

LAKE NORMAN YMCA | 21300 Davidson Street | Cornelius, NC 28031

LOWE'S YMCA | 170 Joe Knox Avenue | Mooresville, NC 28117

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.