



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



KRUEGER REINDEER ROMP
5K | WALK

PARTNERING FOR A BETTER US

When you sponsor the Harris YMCA Krueger Reindeer Romp on December 3, 2022, 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.





EVENT REACH

The Harris YMCA's 10th Anniversary Krueger Reindeer Romp is the second longest tenured community-building athletic event in the SouthPark area. This family-friendly race promotes fun, healthy living and is a favorite holiday tradition.



ABOUT GARY L. KRUEGER

A devoted family man, avid runner and former Harris YMCA board member, Gary L. Krueger exemplified the very best traits of a YMCA volunteer. His son, Michael, currently serves on the board and is starting his second three-year term. Always thoughtful and engaged, Gary Krueger viewed his service to the YMCA as a way to strengthen bodies, spirits and our community. Each December the Harris YMCA holds the Krueger Reindeer Romp to not only honor Gary Krueger's legacy of dedicated service, but also to bring families together in a spirit of community during the holiday season.



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 Krueger Reindeer Romp 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.

- › Social media shout-outs (54,900 followers across all YMCA of Greater Charlotte social channels); primary audience base includes women ages 25-44
- › Sponsor recognition on event registration and YMCA websites (117,400 average monthly visitors on our YMCA site)
- › Hoodies given to all participants
- › Sponsor signage featured at key points along the course, start/finish line and water stops

OUTDOOR BANNER

Krueger Reindeer Romp the y YMCA
December 5, 2020

Register Today!
ymcacharlotte.org/races

FLYER

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 December 5, 2020
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HOODIE FRONT



HOODIE BACK





ABOUT OUR SOUTH BOULEVARD COMMUNITY STRENGTHENING

As a commitment to serving the growing Hispanic population in our local community, the Harris YMCA works in partnership with neighboring Hispanic families, local schools, community initiatives and like-minded nonprofits to improve the quality of life for all families across Charlotte’s South Boulevard corridor. Our community strengthening efforts include the support of programs like English as a Second Language, Parents as Teachers and Community Workshops. Through a series of seven Community Workshop sessions each year, local families receive valuable support and information focused on healthy living, mental health support, and access to community and school resources.



IMPACT

The Harris YMCA’s Krueger Reindeer Romp benefits two critical programs that support Charlotte’s South Boulevard community: English as a Second Language (ESL) and Parents as Teachers (PAT). Our ESL program serves approximately **200 participants** annually through a collaboration with Forest Hill Church. PAT provides **25 families** who are under-resourced with access to the education and support they need to help their children develop optimally and prepare for kindergarten.



“My first experience with the Y came through English as a Second Language. The classes taught me to be more confident with my English, and more comfortable interacting with people and my surroundings.

My second experience with the Y came when I joined the Parents as Teachers program. I’ve learned about child development and where both my kids should be developmentally. I’ve also gained group connections by interacting with other participants and have been able to get connected with community resources.

PAT and ESL have taught me new things that have made an impact on the way I interact with my children. I am more confident and able to better communicate with them now. I am thankful for the opportunities the Y has provided for my family.”

– Geydi Paz



Parents as Teachers Evidence-Based Model is a comprehensive home-visiting, parent education model designed to increase parent knowledge of early childhood development, improve parent practice, provide early detection of developmental delays and health issues, prevent child abuse and increase a child’s school readiness.



2022 KRUEGER REINDEER ROMP INVESTMENT OPPORTUNITIES

Race day: December 3, 2022

SPONSOR BENEFITS	\$10,000	\$5,000	\$2,500	\$1,000
Presenting sponsor branded finish line banner	>			
Recognition in pre and post race email communication	>			
Digital signage (YTV) recognition at Harris YMCA (30 days)	>	>		
Event signage recognition along the course	>	>	>	
Recognition on YMCA website	1 YEAR	EVENT	EVENT	
Logo on participant sweatshirt	>	>	>	>
Recognition on YMCA branch social media	>	>	>	>
Recognition in race day announcements	>	>	>	>
Sponsorship table at event	>	>	>	>

In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format. If the sponsor does not supply a high-quality logo by November 3, 2022, the company name will be used instead.

For more information or to secure a sponsorship, contact:
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