



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PARTNERING FOR A BETTER US

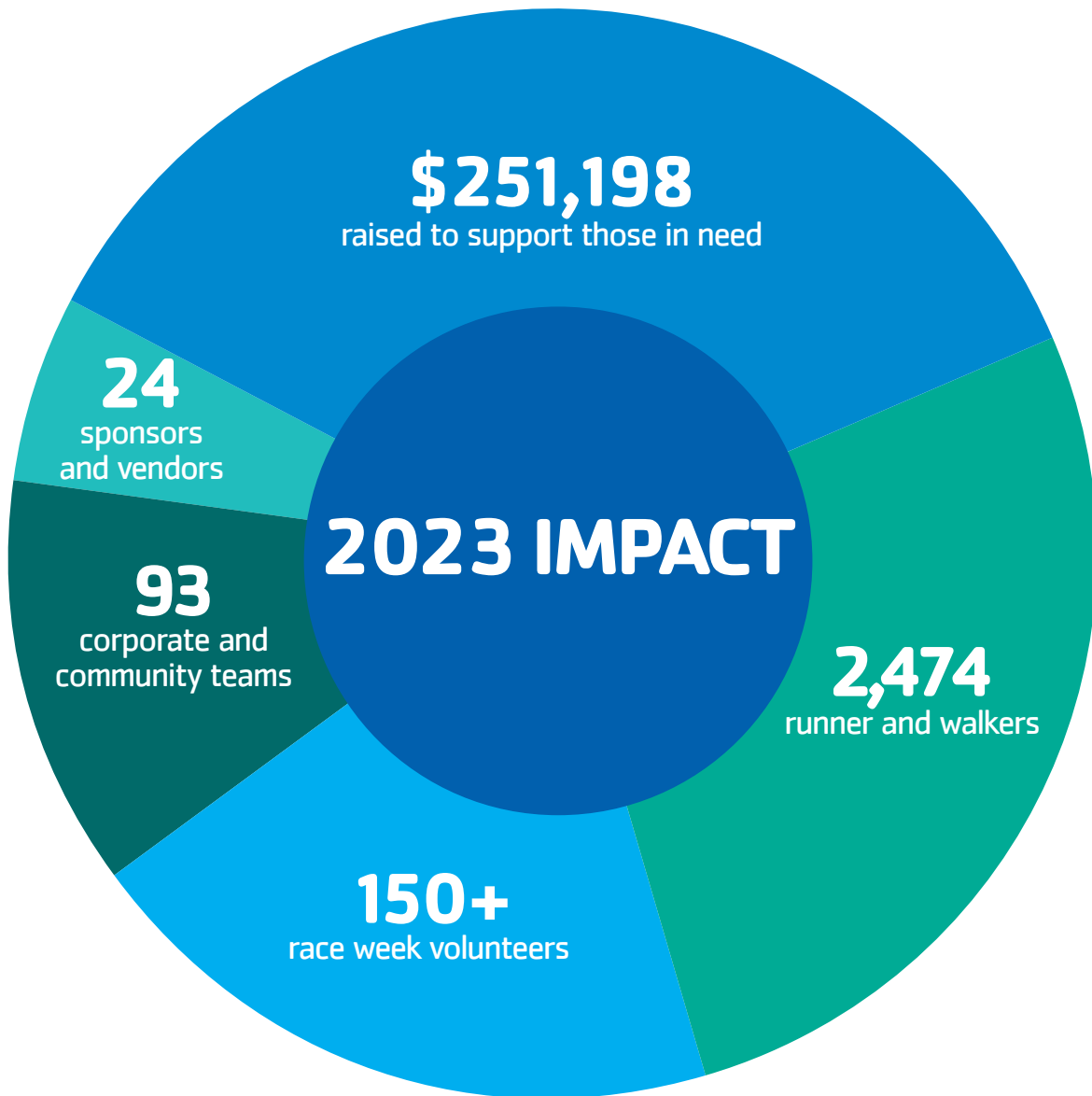
When you sponsor the 45th Annual 2024 Truist Corporate Cup Half Marathon, Half Marathon Relay, 5k, and Fun Run, you partner with us to make our community better. As Charlotte's oldest and most historic road race, we ensure every sponsorship investment stays local and helps us address critical community 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.





EVENT REACH

IN MARCH 2023, MORE THAN 2,400 RUNNERS took to the streets of Uptown Charlotte, South End, Dilworth and Myers Park to compete in the 44th annual Truist 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 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 (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 finish line and mile markers
- Recognition in the Charlotte Business Journal thanking YMCA race sponsors

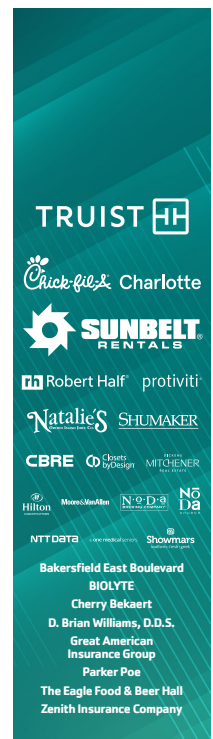
MILE MARKER



T SHIRT



FINISH LINE BANNER



WEBSITE RECOGNITION



SOCIAL MEDIA



IMPACT

Through the generosity of the 2023 Truist 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 2023, we were able to serve the community and create opportunities and enriching experiences for all in many ways, including:

- Partnering with Loaves and Fishes to provide critical access to fresh and healthy food options through Pop-Up Food Shares, serving over 20,000 individuals
- Engaging thousands of teens in our Level Up teen enrichment program at four YMCA branches across our footprint
- Serving over 1,000 students in our nationally-recognized literacy program, Y Readers, aimed at helping children read at grade level by the end of third grade
- Giving over 12,000 kids the chance to have fun and enriching experiences during at our day and overnight camps
- Hosting sports programs for youth and young adults with disabilities like Miracle League Baseball, wheelchair basketball and adaptive cheer and dance.

The Greater Charlotte community continues to rely on the Y to meet their needs. Your investment directly helps the Y serve those in our footprint that need us most. Can we count on your support this year?





45TH ANNUAL TRUIST CORPORATE CUP INVESTMENT OPPORTUNITIES MARCH 2, 2024

	\$5,000 GOLD	\$2,500 SILVER	\$1,000 BRONZE
Recognition on Branch Signage	LOGO	LOGO	NAME
Recognition on Event Signage	LOGO	LOGO	NAME
Recognition on Race T-Shirt	LOGO	LOGO	NAME
Recognition on Facebook and LinkedIn	LOGO	LOGO	
Recognition on Course Event Signage	LOGO (2)	LOGO (1)	
Recognition on YMCA Website and Race Registration Site	>	>	
Digital Donor Recognition in Branch	>		
Recognition during Race Day Announcements	>		
Recognition in Charlotte Business Journal thanking YMCA sponsors	>		



Looking to invest at a higher level?
Customized sponsorship opportunities are available. Please contact Dalton Moore (contact information listed below).

In order to fulfill benefits with logo usage, sponsors are required to submit a high-resolution logo in EPS format by January 24, 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:
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.