JOIN US: ON A MISSION

2019-2020 Partnership Opportunities
YWCA is on a mission

YWCA York is dedicated to eliminating racism, empowering women and promoting peace, justice, dignity and freedom FOR ALL. We live our mission by lifting up those in our community most in need. Our work is carried out through our child and youth programs, victim services department, racial justice program and center for aquatics, yoga and wellness. YWCA York empowers more than 24,000 individuals each year.

Join us

Join more than 100 community partners who choose to be the change in York County by making an investment in YWCA York. Your support will have a direct impact on the lives of individuals who live in your own backyard, and will help build a better community where your organization’s stakeholders can thrive. As a sponsor you will also receive donor recognition opportunities that provide your business a way to express your support of the YW’s mission.

Our reach

All YWCA York sponsorship opportunities provide a full complement of benefits that promote your brand. When you make the decision to support our organization we commit to doing the same for you. Our partners are recognized through co-branding on billboards, t-shirts, in-person presentations at events, program advertisements, social media, and more!

YWCA York has a strong social media presence which includes both reach and engagement for Facebook, Twitter and Instagram. Our friends and followers regularly share our posts with their contacts to amplify the reach. Our primary targets by age are 25-34, 35-44 and 45-54. Sponsors benefit from thank you posts in support of our events and programs. IN THE PAST WE’VE INCLUDED COMPANY LOGOS FOR $1000 AND OVER WHICH MEANS THEY GET A SOLO THANK YOU POST.

Contact Heather Maneval, Chief Development Officer, for more information. She can be reached by e-mail at hmaneval@ywcayork.org or phone at 717-845-2631 ext. 221.
YWCA York emboldens our supporters to JOIN US in our mission of eliminating racism and empowering women through 5 signature community events. Through these events we spread our mission and secure funds needed to carry out impactful programs in the community.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
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<tbody>
<tr>
<td>Walk a Mile In Her Shoes</td>
<td>October</td>
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<tr>
<td>Women’s Leadership Event</td>
<td>November</td>
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<tr>
<td>V-Day</td>
<td>February</td>
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<td>Race Against Racism</td>
<td>April</td>
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<tr>
<td>Y-Tri Sprint Triathlon</td>
<td>June</td>
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SIGNATURE EVENTS

Signature Events Partnership Packages

**PRESENTING SPONSOR**  **$5,000**

Presenting Sponsors receive premier benefits for a select event, as well as Empowerment Sponsorship benefit opportunities for all other YWCA York signature events.

- Empowerment Sponsor opportunities for all other YWCA York signature events
- Opportunity to make remarks at event to share company’s rationale for supporting YWCA York
- Company logo on event swag and promotional materials
- Company banner or sign at event
- Option to give promotional items to attendees
- Company logo on t-shirts (exclusive to Walk a Mile, Race Against Racism, and Y-Tri Sprint Triathlon)
- 7.5”H x 4.5”W advertisement in program book (exclusive to V-Day and Women’s Leadership Event)
- Four complimentary tickets to event
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

**EMPOWERMENT SPONSOR**  **$2,000**

Empowerment sponsors receive the following benefit opportunities for all of our signature events.

- Company logo on t-shirts (exclusive to Walk a Mile, Race Against Racism, and Y-Tri Sprint Triathlon)
- 3.5”H x 4.5”W advertisement in program book (exclusive to V-Day and Women’s Leadership Event)
- Two complimentary tickets to signature events
- Recognition at event through signage
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report
**Walk a Mile in Her Shoes®**

More than 400 Yorkers take to the streets each year in their favorite pair of pumps, kitten heels, slingbacks, or go-go boots to support the important mission work of YWCA York at Walk a Mile in Her Shoes®. Walk a Mile is an initiative that gives our community a playful opportunity to raise awareness about the serious causes, effects and remediations of gender-based violence.

**PERSIMMON PUMP SPONSOR**  $1,000
- Company logo on Walk a Mile t-shirts
- Two complimentary registrations
- Recognition at event through signage
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

**GOLD GO-GO SPONSOR**  $500
- Small company logo on Walk a Mile t-shirts
- One complimentary registration
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

**SILVER STILETTO SPONSOR**  $250
- One complimentary registration
- Recognition on registration page
- Thank you post on social media

**IN KIND SPONSOR**
- One complimentary registration
- Thank you posting on social media

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10th Anniversary
2009 - 2019

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Women’s Leadership Event

The story of YWCA York is a story of intergenerational women galvanizing for change. This event will feature conversations that center on advances and challenges of gender equity, and how gender disparities impact us as women throughout our lives. Our women’s leadership event will be offered for free, to make it an opportunity available to all women regardless of economic circumstances. We are looking for partners committed to the work of gender equity who will help us make this important program a reality. The 2020 Dorrie Leader Advocacy Awardee will be announced at this event.

CHANGE MAKER SPONSOR  $1,000
- 3.5" H x 4.5" W advertisement in event program
- Two complimentary tickets
- Recognition at event through signage
- Thank you post on social media
- Listing in annual report

ADVOCATE SPONSOR  $500
- 1.75" H x 4.5" W advertisement in the event program
- One complimentary ticket
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

CATALYST SPONSOR  $250
- One complimentary ticket
- Recognition on registration page
- Thank you posting on social media

IN KIND SPONSOR
- One complimentary ticket
- Thank you post on social media

NEW EVENT IN 2019
V-Day

V-Day is a global movement to end violence against women and girls. Here in York, the YWCA York Junior Board coordinates a production of the Vagina Monologues to raise funds to support our victim services department. Since launching in 2017, V-Day has raised more than $35,000 to help our agency continue providing lifesaving services to victims of domestic violence, human trafficking, and sexual assault.

**VALENTINE SPONSOR $1,000**
- 3.5”H x 4.5”W advertisement in event program
- Two complimentary tickets
- Recognition at event through signage
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

**LOVE SPONSOR $500**
- 1.75”H x 4.5”W advertisement in event program
- One complimentary ticket
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

**DIGNITY SPONSOR $250**
- One complimentary ticket
- Recognition on registration page
- Thank you posting on social media

**IN KIND SPONSOR**
- One complimentary ticket
- Thank you posting on social media
**Race Against Racism**

Each year our community comes together in solidarity for equality, inclusion and justice for all our citizens. This popular color splash event is a 5K run, race, walk or stroll. Proceeds support YWCA York’s mission of advancing racial justice in York County. Our racial justice program strives to transform social inequality in our community, schools, and organizations through education, open dialogue, and inviting others to join us an anti-racist ally.

**EQUALITY SPONSOR**  **$1,000**
- Company logo on Race Against Racism t-shirts
- Two complimentary registrations
- Recognition at event through signage
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

**JUSTICE SPONSOR**  **$500**
- Small company logo on Race Against Racism t-shirts
- One complimentary registration
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

**DIGNITY SPONSOR**  **$250**
- One complimentary registration
- Recognition on registration page
- Thank you posting on social media

**IN KIND SPONSOR**
- One complimentary registration
- Thank you posting on social media
Y-Tri Sprint Triathlon

The Y-Tri Sprint Triathlon is a co-ed race that features a 500-yard swim, a 15-mile bike ride and a 5k run that supports our Aquatics, Yoga and Wellness programs. Nearly 200 athletes from throughout the region compete on this challenging course. Y-Tri is a volunteer driven initiative that brings to the forefront YWCA York’s serious efforts to help members of our community live healthy, happy and independent lives.

CHAMPION SPONSOR  $1,000
- Company logo on Y-Tri t-shirts
- Two complimentary registrations
- Recognition at event through signage
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

COMPETITOR SPONSOR  $500
- Small company logo on Y-Tri t-shirts
- One complimentary registration
- Recognition on registration page
- Thank you posting on social media
- Listing in annual report

ENDURANCE SPONSOR  $250
- One complimentary registration
- Recognition on registration page
- Thank you post on social media

IN KIND SPONSOR
- One complimentary registration
- Thank you post on social media
Is your organization committed to providing youth with healthy activity and emotional enrichment? Consider a sponsorship to support Girls on the Run of York, Temple Guard, or the York Synchros. YWCA York reaches hundreds of children each year through these empowering programs.
Girls on the Run

At Girls on the Run we inspire girls to recognize their inner strength and celebrate what makes them one of a kind. Trained coaches lead small teams through our research-based curricula which includes dynamic discussions, activities and running games. Over the course of the ten-week program, girls in 3rd-8th grade develop essential skills to help them navigate their worlds and establish a lifetime appreciation for health and fitness. The program culminates with girls being physically and emotionally prepared to complete in a celebratory 5k event.

**CONFIDENCE SPONSOR $1,500**
- Opportunity to host a company table at both fall and spring 5k events
- Company sign at start and finish line for both fall and spring 5k events
- Includes all Compassion Sponsor opportunities

**COMPASSION SPONSOR $1,000**
- Opportunity to provide a company promotional item in both fall and spring 5k event bags
- Company logo on fall and spring season swag, including t-shirts, flyers, and email blasts
- Includes all Competence Sponsor opportunities

**COMPETENCE SPONSOR $500**
- Small company logo on fall and spring season swag, including t-shirts, flyers, and email blasts
- Includes all Character Sponsor opportunities

**CHARACTER SPONSOR $250**
- Solo thank you social media posting on YWCA York’s Facebook page
- Includes all Contribution Sponsor opportunities

**CONTRIBUTION SPONSOR $150**
- Recognition on YWCA Girls on the Run York website
- Listing in YWCA York’s annual report
Temple Guard Drill Team

YWCA York’s Temple Guard Drill Team is a youth mentoring program based on discipline and focus that trains youth living in the City of York (grades K-12) in military-style boot camp marching and dance to the accompaniment of a heart-pounding drum corps. Through Temple Guard participation, youth are provided mentorship and encouraged to achieve academically. Participants learn how to respect their peers and leadership skills are fostered. YWCA York’s Temple Guard Drill Team has won several competition awards, plus the Creative York Big Idea award in 2017.

DISCIPLINE SPONSOR $5,000

- Company swag worn at one of Temple Guard’s 3 Signature Parades (York Halloween Parade, or Harlem Parade in NYC, National Night Out)
- Opportunity for Temple Guard to perform at your company event
- Staff photo with Temple Guard to promote partnership
- Company logo on the Temple Guard website
- Thank you post on YWCA York’s Facebook page
- Listing in YWCA York’s annual report

FOCUS SPONSOR $2,500

- Opportunity for Temple Guard to perform at your company event
- Company logo on the Temple Guard banner or apparel for 12 months
- Company logo on the Temple Guard website
- Thank you post on YWCA York’s Facebook page
- Listing in YWCA York’s annual report
*annual commitment due by August 15

RESPECT SPONSOR $1,000

- Opportunity for Temple Guard to perform at your company event
- Company logo on the Temple Guard website
- Thank you post on YWCA York’s Facebook page
- Listing in YWCA York’s annual report
**York Synchro**

YWCA York is home to our county’s only youth synchronized swim team. For over 45 years, children have been coming to YWCA York to participate in York Synchro, where they develop so much more than just aquatic talent. Through synchronized swimming, young people in our program refine their social skills, engage in healthy activity, and build personal character. Our York Synchro Team has competed at the local, regional, and national levels. We have placed swimmers in the top eight in the Regional Age Group Championships and the Junior Olympics. Many of our swimmers have competed at the collegiate level and have placed nationally.

**ORCA SPONSOR**  **$1,000**
- Thank you post on social media
- Acknowledgement in annual Water Show program*
- 4 complimentary tickets to our annual Water Show
- Logo printed on team t-shirt
- Company name listed in YWCA York’s annual report

**PORPOISE SPONSOR**  **$500**
- Thank you post on social media
- Acknowledgement in annual Water Show program*
- 2 complimentary tickets to our annual Water Show
- Logo printed on team t-shirt

**SEA OTTER SPONSOR**  **$250**
- Thank you post on social media
- Acknowledgement in annual Water Show program*

*The York Synchro water show has an average audience of 500 York County residents of all ages.
TAX CREDIT PROGRAMS

YWCA York is an Educational Improvement Organization and Scholarship Organization. Your business may receive a tax credit equal to 75% of its contribution to YWCA York, up to a maximum of $750,000 per taxable year. The tax credit may be increased to 90% of the contribution made, up to a maximum of $750,000 per taxable, if your business agrees to provide the same amount of contribution to an organization for two consecutive years.

All EITC donations made to YWCA York help our organization deliver high quality early learning to low-income families in our community through our Early Learning Center and Quantum Opportunities Program.

For more info, please contact Rexann Richardson, YWCA York Chief Financial Officer, at rrichardson@ywca-york.org or 717-845-2631 ext. 146.