eliminating racism
empowering women
ywca

JOIN US:
ON A MISSION

2020 - 2021 Partnership Opportunities

BE THE CHANGE
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 emboldening those most in need in our community. Our work is achieved through youth, victim services, racial justice, and wellness programs. YWCA York empowers more than 20,000 individuals each year.

JOIN US

Empowering families lifts our community. You can be part of the change in York County by making an investment in YWCA York. Your support directly impacts the lives of your neighbors and fosters a thriving community.

OUR REACH

When you make the decision to support our organization, we commit to doing the same for you. YWCA York sponsorship opportunities provide an array of benefits to promote your brand. Our partners are recognized through co-branding on billboards, event t-shirts, program advertisements, social media, showcasing at events, and more!

YWCA York has a strong social media presence which includes both reach and engagement for Facebook, Twitter, and Instagram. We have a total of 6,333 fans with targeted ages of 1) 45-54, 2) 35-44 and 3) 55-64. Our friends and followers regularly share our posts with their contacts to amplify the reach. Our FB reach increased by 46% in 2019. Our social media gets noticed!

Contact Molly Aungst, Event and Marketing Director, for more information by e-mail at maungst@ywcayork.org or phone at 717-845-2631 ext. 4136.
ASSOCIATION SPONSORSHIPS

YWCA York is one of the largest YWs in the U.S. We have a wide reach throughout York County, serving approximately 20,000 people each year. You can support the critical work of YWCA York with a Corporate Sponsorship.

ASSOCIATION SPONSORSHIPS

$5000 (Four available)

Provide one year of support to YWCA York to strengthen our ability to deliver on our mission in the community.

Organization sponsor benefits:

- Company logo on YW website with link to your website
- Company logo on YW program guides and quarterly newsletters
- Four complimentary tickets to all Signature Events
- Virtual meeting with YW staff sharing companies’ product, services, mission, etc.
- Social media posts to announce the partnership
SIGNATURE EVENTS

Signature Events Partnership Packages

PRESENTING SPONSOR  $5,000

Presenting Sponsors receive the following premiere benefits for all four signature events.

- Lead sponsor of choice exclusive event which includes significant promotion
- Promotional table at event venues
- 7.5H x 4.5W advertisement in program books
- Six complimentary tickets to all events
- Plus, all Empowerment Sponsor benefits

EMPOWERMENT SPONSOR  $3,000

Empowerment Sponsors receive the following benefits for all four signature events.

- Logo on event t-shirts
- 3.5H x 4.5H advertisement in program books
- Four complimentary tickets to all events
- Recognition on all social media platforms
- Listing in Annual Report

*In-person events will follow social distancing guidelines. Some events may transition to virtual depending on future pandemic restrictions.*
Walk a Mile in Her Shoes®

Every October more than 400 Yorkers take to the streets to walk in their favorite pair of heels and pumps to empower those impacted by domestic violence, sexual assault, and human trafficking.

Gifts to this Signature Event assist in providing comprehensive services to victims of violence in our community.

**PLATINUM PUMP SPONSOR $1,500**
- Large company logo on Walk a Mile in Her Shoes® event t-shirt
- Four complimentary registrations
- Recognition on all social media platforms
- Listing in annual report

**SILVER STILETTO SPONSOR $1,000**
- Small company logo on Walk a Mile in Her Shoes® event t-shirt
- Two complimentary registrations
- Recognition on all social media platforms
- Listing in annual report

**HANDSOME HEEL SPONSOR $500**
- Two complimentary registrations
- Recognition on all social media platforms
- Listing in annual report

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Walk a Mile in Her Shoes®

**BREAK THE SILENCE ON VIOLENCE.**
Women’s Leadership Event

Gender equity is a fundamental human right. Held in November, this professional development event hosts women of all ages for lectures and workshops focused on advancing gender equity and career advancement.

The Dorrie Leader Advocacy Awardee is announced at this event. Gifts to this Signature Event provide full scholarships to all women in need of financial assistance.

**CHANGE MAKER SPONSOR**  $1,500
- 3.5H x 4.5H advertisement in program book
- Four complimentary registrations
- Recognition on all social media platforms
- Listing in annual report

**ADVOCATE SPONSOR**  $1,000
- 1.75H x 4.5H advertisement in program book
- Two complimentary registrations
- Recognition on all social media platforms
- Thank you posting on social media
- Listing in annual report

**CATALYST SPONSOR**  $500
- Two complimentary registrations
- Recognition on all social media platforms
- Listing in annual report
**Race Against Racism**

Over 600 community members unite every April to champion equality, inclusion, and justice for all in York County. This annual 5k race is a favorite to runners and walkers alike!

Gifts to this Signature Event support the elimination of social and racial injustice through our work in our community.

**EQUALITY SPONSOR $1,500**
- Large company logo on Race Against Racism event t-shirt
- Four complimentary registrations
- Recognition on all social media platforms
- Listing in annual report

**JUSTICE SPONSOR $1,000**
- Small company logo on Race Against Racism event t-shirt
- Two complimentary registrations
- Recognition on all social media platforms
- Listing in annual report

**DIGNITY SPONSOR $500**
- Two complimentary registrations
- Recognition on all social media platforms
- Listing in annual report
Y-Tri Sprint Triathlon

The Y-Tri Spring Triathlon features a 500-yard swim, a 15-mile bike ride, and a 5k run. In June, this challenging course attracts nearly 200 athletes. This race supports members of our community to live healthy, happy, and independent lives.

Gifts to this Signature Event support our Wellness Programs, including the Aquatics Center and Yoga, for over 800 York County residents.

**CHAMPION SPONSOR  $1,500**
- Large company logo Y-Tri event t-shirt
- Four complimentary registrations
- Recognition on all social media platforms
- Listing in annual report

**COMPETITOR SPONSOR  $1,000**
- Small company logo on Y-Tri t-shirts
- One complimentary registration
- Recognition on registration page
- Listing in annual report

**ENDURANCE SPONSOR  $500**
- Two complimentary registrations
- Recognition on all social media platforms
- Listing in annual report
PROGRAM SPONSORSHIPS

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.
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. NAP/SPP tax credit programs may also be an option.

For more info, please contact Rexann Richardson, YWCA York Chief Financial Officer, at rrichardson@ywcayork.org or 717-845-2631 ext. 4146.