



SPONSORSHIP PACKET

September 13, 2024
Turtle Creek Stadium



WHY SPONSOR?

We invite you to participate in the sponsorship of the Grand Traverse Bay YMCA's "Classics Under the Lights Car Show". This show will be held on Friday, September 13th, 2024 at Turtle Creek Stadium.

Our Classics Under the Light has increased in popularity each year. Past events featured over 100 cars and over 500 spectators attended. This year's event is shaping up to be a spectacular FREE community event. This is an opportunity for community exposure to those in the Grand Traverse community and beyond.

The dollars generated from this event will be used to fund our Safety Around Water program, a 5-week drowning prevention program offered at no cost to local 3rd graders. The Y is passionate about ensuring the confidence and safety of our youth in and around water. With our Safety Around Water program, we teach over 600 students a year critical lifesaving skills with help from sponsors, donors and volunteers. Your sponsorship would help us continue to serve children in the Grand Traverse region at no cost.

Another program that your sponsorship would help support is our Financial Assistance program. At the Y, we believe all people deserve a chance to reach their full potential. For many families, seniors and adults in our region, finances are a barrier to this opportunity and by raising money through events like the Classic Car Show, we are able to continue to provide access for all.

We hope you're as excited about this opportunity as we are - a chance to both give your business exposure among our member base as well as contribute to an impactful cause.

Thank you for your consideration!

A handwritten signature in black ink, appearing to read 'Jenny Graber', is positioned above the printed name.

Jenny Graber
Senior Community Engagement Director
jenny@gtbyymca.org
(231) 346-4966

Presenting Sponsorship: \$5,000

The presenting sponsor will receive the following package



Presenting Sponsor display on jumbo-tron at the event, for the total duration of the event

Name and/or company logo on Annual Campaign board at the West YMCA



Recognition in 2024 Annual Report



Recognition in quarterly member newsletter



(5) promotional organic Facebook Posts from the YMCA Facebook Page



Largest logo (Besides the YMCA) on the back of event T-shirts to be sold on site



Booth available to sell services at event

Cause Sponsorship: \$2,000

The cause sponsor will receive the following package

Name and/or company logo on Annual Campaign board at the West YMCA



Recognition in 2024 Annual Report



Recognition in quarterly member newsletter



(1) promotional organic Facebook Post from the YMCA Facebook Page



Small logo on the back of event T-shirts to be sold on site

Supporting Sponsorship: \$750

The supporting sponsor will receive the following package



Recognition in 2024 Annual Report



Business name on the back of event T-shirts to be sold on site

Your sponsorship directly impacts the people in our community.

All sponsorship dollars go directly to the 2024 Annual Campaign that allows the YMCA to financially support individuals and families to obtain and sustain a healthy lifestyle whether it be mental, emotional or physical.

Thank you for supporting the Grand Traverse Bay YMCA



SPONSORSHIP SUBMISSION FORM

BUSINESS/ORGANIZATION NAME: _____

RECOGNITION NAME: _____
(as it should appear in print)

CONTACT NAME: _____ EMAIL: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____ PHONE: _____

PRESENTING SPONSOR _____ CAUSE SPONSOR _____ SUPPORTING SPONSOR _____

SPONSORSHIP AMOUNT: \$ _____

PAYMENT PREFERENCE (circle one): Check* Credit Card** Cash

*Please make checks payable to "Grand Traverse Bay YMCA"

**If you select credit card, our Business Office will follow-up with a call to get your information

Marketing & Advertisement

Please submit the following materials to jenny@gtbayymca.org for print and digital media

- High resolution vector logo

PLEASE RETURN TO:
Grand Traverse Bay YMCA,
ATTN: Jenny Graber
3700 Silver Lake Rd,
Traverse City, MI 49684

OR

Email
Jenny Graber
jenny@gtbayymca.org