

YMCA OF COASTAL CAROLINA COMMUNITY PARTNERSHIPS

2024 IMPACT OPPORTUNITIES



INSPIRING HOPE AND POSSIBILITY FOR ALL

OUR IMPACT

Through the Y's Community Partnerships, the Y is able to provide scholarships, programs, and memberships to those in our community in need. Investment in our programs helps us keep our fees lower so that every child has the opportunity to play and participate.

IMPACT BY THE NUMBERS

3,352+

kids in our
programs

11,239+

YMCA of Coastal
Carolina members

1,500+

learned to swim

4,000+

athletic games
attendees

550+

served in summer
camps + Afterschool

1,500+

played youth
sports

YOUR Y: WHAT YOUR PARTNERSHIP SUPPORTS

Your donations support our Hope and Possibilities fund which gives access for all families to join the Y, learn to swim, participate in youth sports, and have a safe space for kids to learn and grow. No family is turned away from participating due to financial barriers.

Working together, YMCA and Tideland's Health, our region's largest health system, are helping people live better lives through better health.



ANNUAL COMMUNITY PARTNER IMPACT OPPORTUNITIES

- Includes annual benefits
- Individual business page listing on our website with logo and link to your website
- Impact options are listed on the next pages

DIAMOND CHAMPIONS • \$15,000

choose up to 10 impact options

- Your company will be recognized as a Diamond Champion Community Impact Partner in all signage and communications on-site at all three center locations, and at all special events + all annual benefits.
- Your company will also receive recognition and benefits for the sponsorship and impact options you choose. (Select 10)
- Professional video about your company announcing the partnership to be shared on social media and website

PLATINUM PATRONS • \$9,000

choose up to 6 impact options

- Your company will be recognized as a Platinum Patron Community Impact Partner in all signage and communications on-site at all three center locations, online, and at all special events + all annual benefits.
- Your company will also receive recognition and benefits for the sponsorship and impact options you choose. (Select 6)
- Professional video about your company announcing the partnership to be shared on social media and website

GOLD DONORS • \$6,000

choose up to 4 impact options

- Your company will be recognized as a Gold Donor Community Impact Partner in all signage and communications on-site at all three center locations, and at all special events + all annual benefits.
- Your company will also receive recognition and benefits for the sponsorship and impact options you choose. (Select 4)
- Professional video about your company announcing the partnership to be shared on social media and website

SILVER SUPPORTERS • \$3,000

choose up to 2 impact options

- Your company will be recognized as a Silver Supporter Community Impact Partner in all signage and communications on-site at all three center locations, online, and at all special events + all annual benefits.
- Your company will also receive recognition and benefits for the sponsorship and impact options you choose. (Select 2)

BRONZE BENEFACTORS • \$1,500

choose 1 impact option

- Your company will be recognized as a Bronze Benefactor Community Impact Partner in all signage and communications on-site at all three center locations, and at all special events + all annual benefits.
- Your company will also receive recognition and benefits for the sponsorship and impact options you choose. (Select 1)

IMPACT OPTIONS: PROGRAMS

1



ADD 6 MORE POWER THRU PARKINSON'S CLASSES TO SERVE MORE PATIENTS

Give help and support to overcome chronic conditions.

Imagine if all Parkinson's patients had access to our program. The Y provides a variety of clinical classes specifically to increase balance, strength and flexibility to support in overcoming chronic conditions such as Parkinson's and stroke recovery. Together, we can make it possible for more people to have the ability to overcome chronic conditions.

2



GIVE SWIM LESSONS TO 21 KIDS

Make it possible for kids in need to learn to be safe around water.

Imagine if ALL residents were safe around water. The Y taught more than 1,000 kids Safety Around Water skills to children in Horry & Georgetown Counties this summer. Plus, we teach every second grader in Georgetown County water safety and swimming skills. With your support, we can teach more kids to swim.

3

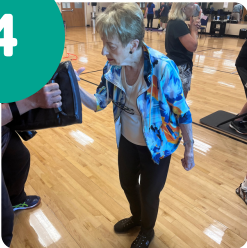


GIVE 7 KIDS AN EXTRA ACADEMIC BOOST DURING OUT-OF-SCHOOL TIMES

Make it possible for more kids to reach their potential.

Imagine if ALL kids had extra homework help after school and learn during the summer. This year, more than 360 kids participated in our Afterschool programs, which provides academic support, physical activity, and fun. During the summer, more than 500 kids had fun making friends, going on cool field trips, and learning at summer camp.

4



GIVE 10 KIDS THE CHANCE TO LEARN TEAMWORK PLAYING YOUTH SPORTS

Make it possible for more parents to say "yes!" when their child asked to try a sport.

Imagine if ALL parents could say "yes!" when their child asked to try a sport. Our youth sports program is open to every family, not just those who can afford the fees. We provide financial assistance so every child can play a sport. YMCA sports is not just about learning a skill - it's about positive coaching, learning teamwork, cheering on team mates, celebrating improvement, and going for goals.

5



GIVE TO THE HOPE & POSSIBILITIES FUND

Support our greatest needs.

The YMCA of Coastal Carolina provides countless opportunities to get moving and experience the joy of better health. Our Hope & Possibilities fund makes it possible for ALL to join the YMCA and participate in our amazing programs, regardless of their financial situation. Together, we can make it possible for ALL in our community to get healthier.

IMPACT OPTIONS: YOUTH SPORTS

6



YOUTH SOCCER in MYRTLE BEACH

Fall / Sept – Oct • Spring / March – April • 600+ players • 1,000 spectators

Your sponsorship includes:

- Company or Personal Logo on 2 teams' upper back, middle of jersey
- Two 4x6 Outdoor banners on display on Myrtle Beach fields (visible from Hwy 17 bypass and during team play)

7



YOUTH SOCCER in GEORGETOWN

Fall / Sept – Oct • Spring / March – April • 100+ players • 200+ spectators

Your sponsorship includes:

- Company or Personal Logo on 2 teams' upper back, middle of jersey
- Two 4x6 Outdoor banners on display on Georgetown fields

8



FLAG FOOTBALL in MYRTLE BEACH

Fall / Oct – Dec • Spring / May – July • 300+ players • 1000+ spectators

Your sponsorship includes:

- Company or Personal Logo on 5 league field banners (2ft x 8ft) during all games. 1 on each of the 5 game fields

9



BASKETBALL in MYRTLE BEACH

Jan – Feb • 100+ players • 400+ spectators

Your sponsorship includes:

- 2 banners to be displayed in Gym during season

10



SWIM TEAM in GEORGETOWN, PAWLEYS ISLAND, AND MYRTLE BEACH

Sept – May • 120+ team members • Weekly practices • 2 swim meets per month, 65+ spectators

Your sponsorship includes:

- A full page ad placed in the heat sheet at all of our hosted swim meets.
- A link to your website on the swim team page
- A company logo placed on the swim team banner hung at all YMCA locations

IMPACT OPTIONS: EVENTS

11



HEALTHY KIDS DAY

April 20, 2024 • 500+ expected attendance at each location

Free family event hosted at all three center locations

- Activities: Fun family fitness classes, Georgetown Kids Mud Run, bounce houses, food vendors, music, and more!
- Recognition as a Healthy Kids Day event sponsor at your level of impact in all promotion and on-site at the event

12



YMCA OF COASTAL CAROLINA PRAYER BREAKFAST & LUNCHEON

The YMCA of Coastal Carolina will host two events on the national Day of Prayer to bring the community together to pray for the community. The events will include breakfast, prayers, music, and speakers.

- When: May 2, 2024
- Expected Attendance: 300 for breakfast in Myrtle Beach, 150 for luncheon in Georgetown
- Recognition as a Prayer Events sponsor at your level of impact in all promotion and on-site at both events
- One sponsored table for 10 guests at your choice of the Prayer Breakfast in Myrtle Beach or the Prayer Luncheon in Georgetown

13



FORE THE KIDS TOPGOLF FUNDRAISER

Get your team of six together to play in our Fore the Kids Fundraiser at TopGolf!

- When: Fall 2024 (date TBD)
- Expected Attendance: 144
- One team of six to play in the TopGolf tournament (includes food + drinks for your guests)



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ANNUAL COMMUNITY PARTNER BENEFITS

All annual community partners will receive the following annual benefits, recognized at your impact level.

BENEFITS FOR YOUR EMPLOYEES

- All your company employees will have access to YMCA360 for the year (\$75/value per person!) and participate in our 2024 Healthy Habits Program for free (details of YMCA360 on next page)
- Your company will have a corporate YMCA360 dashboard to add employees & view activity
- YMCA will host a one-day membership drive for employees with option to join the Y and waive the Joining Fee that day

YMCA of COASTAL CAROLINA CENTER LOCATION SIGNAGE

- Listed as a Community Partner in lobbies of all three YMCA of Coastal Carolina Center Locations in Georgetown, Pawleys Island, and Myrtle Beach

EMAIL NEWSLETTERS

Recognized in our email newsletters:

- Family Newsletter, reaching all families participating in our programs (6,000+)
- YMCA of Coastal Carolina newsletter, reaching all Y members (8,000+)
- Healthy Habits e-newsletter, reaching all Healthy Habits participants (new for 2024)

SOCIAL MEDIA

Alignment with YMCA Social Media Channels

- 2,900+ Tidelands Health Georgetown Family YMCA Facebook Subscribers
- 3,800+ Claire Chapin Epps Family YMCA Facebook Subscribers
- 680+ Tidelands Health Pawleys Family YMCA Facebook Subscribers

ONLINE

- Recognized as a YMCA Annual Community Impact Partner page on our website with link to your business

AREAS OF IMPACT RECOGNITION

Part of your community partnership with the Y will support our outreach programs. You will be recognized on signage, online, articles, and more for the area(s) of impact you choose:

- Power thru Parkinson's
- Our greatest needs, the Hope and Possibilities Fund
- Summer Camp
- Swim Lessons
- Youth Sports
- Afterschool

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Tidelands Health Georgetown Family YMCA • Tidelands Health Pawleys Family YMCA • Claire Chapin Epps Family YMCA



ANYWHERE, ANYTIME
HEALTHY LIVING SUPERCHARGED BY YMCA360



\$75
value per person!

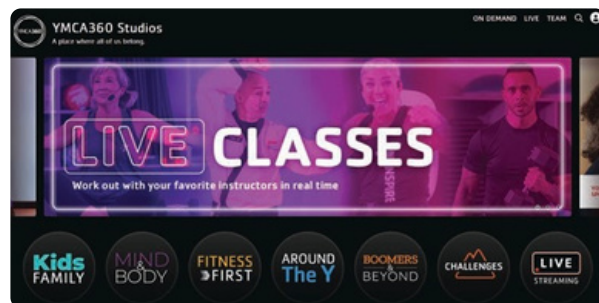


A 360-DEGREE SEAMLESS DIGITAL EXPERIENCE FOR YMCA CORPORATE PARTNERS ON MOBILE, TV AND WEB

WHAT IS YMCA360?

YMCA360 is an added benefit that allows you to customize your health and wellness journey

- A healthy living network for people of all ages and activity levels.
- Livestream and on-demand classes taught by instructors from around the country.
- 1000+ pieces of content for the mind, body and spirit.
- Exercise classes, gymnastics, basketball and soccer videos, nutrition/cooking classes, personal training and more.



DOWNLOAD THE APP TODAY



Google Android



Apple iOS

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ADD-ON SPONSORSHIP OPPORTUNITIES **(add on to your annual community partnership)**

SOCCER • \$7,500 **League Jersey (one available)**

- Company or Personal Logo on ALL Myrtle Beach league jerseys on the front chest (8.91in x 1.91in and over 600 youth)
- One 4x6 Outdoor banners on display on Myrtle Beach fields (visible from Hwy 17 bypass and during team play)

BASKETBALL • \$1,500 **League Jersey (one available)**

- Company or Personal Logo on front of all Myrtle Beach basketball player jerseys
- Company or Personal Logo on 2 banners to be displayed in Gym during season

SOCCER • \$5,000 **League Shorts (one available)**

- Company or Personal Logo on ALL Myrtle Beach soccer league shorts on the front left
- Outdoor banners on display in Myrtle Beach

BASKETBALL • \$1,500 **League Shorts (one available)**

- Company or Personal Logo on back of all Myrtle Beach basketball player shorts
- Company or Personal Logo on 1 banner to be displayed in Gym during season

PRAYER BREAKFAST • \$5,000 **Premiere Sponsor (one available)**

- Be recognized as the premiere sponsor of the YMCA of Coastal Carolina Prayer Breakfast, includes two sponsored tables of 10 (20 guests total)
- Your sponsorship will offset the costs of the event to ensure affordability and access for all in our community to attend

BANNER • \$500 **(choose one sports season)**

- SOCCER: 5x3 Banner featuring Company or Personal Logo on display during season
- FLAG FOOTBALL: Company or Personal Logo on 1 league fence banners (3ftx5ft) for duration of season. Banner will be up for both practices and games along 67th ave fence.
- BASKETBALL: 1 banner to be displayed in Gym during season

THANK YOU!

**Because of your investment in the Y,
more in our community will
learn to swim,
play sports,
experience the joy of better health,
and reach their potential.**

CONTACT

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