

Butler County Family YMCA



# SPONSOR GUIDE

2025

Help Make Our Community Stronger





# TABLE OF CONTENTS



Brochure Information	3
Annual Support Campaign	4
Bowl For The Kids	5
Easter Egg Hunt	6
Healthy Kids Day	7
ARMCO Park Car Cruise	8
Butler Road Race	9
Fore The Children Golf Classic	10
Trunk Or Treat	11
Brunch With Santa	12
Sponsorship Commitment Form	13

## Welcome to the YMCA Community!

Sponsorship provides your business the opportunity to be showcased in Butler County as a partner of the Y. When you support our mission, you show your clients, customers, and neighbors you believe in building a better us.

The Butler County Family YMCA has been part of our community for nearly 140 years. We've been a staple in the lives of thousands for generations and invite you to join us.

 **15,500+**  
Active Members

 **9,438**  
Followers

 **14,700+**  
Subscribers

 **2,304**  
Followers

 **11**  
Annual Events

 **162,000+**  
Website Impressions  
per month




## Build Brand Awareness

Bring awareness to your organization by partnering with us on our events. Not only will this benefit your brand but will help establish your organization in our community. We have three partnership opportunities for most events for your business or organization:



### FINANCIAL SUPPORT

Support our mission through direct financial sponsorship! Every dollar received positively impacts our community through our Annual Support Campaign (pg. 11). Each event offers different levels of financial support or event-day operations. The heart icon (  ) indicates the most popular sponsorship level for each event.



### VENDOR BOOTH

Set up a table/booth at a YMCA event and provide an activity, game, or other feature for our participants. Vendors are welcome to give out marketing materials and information about your organization or business at your table!



### DONATE GOODS/SERVICES

Goods, such as items for giveaway bags (small toys, coupons, treats, craft kits, food and drink, etc.) are very much appreciated! Services, such as bounce house rentals, DJ time, etc., are accepted.

On each event page, look for these icons as an indication for which type of sponsorship opportunities are available:



# ANNUAL SUPPORT CAMPAIGN

## Your Donation Impacts Our Community!

Sponsoring YMCA events and donating to the YMCA's Annual Support Campaign gives us the opportunity to impact hundreds of families and thousands of lives in and around Butler County. 100% of Annual Support Campaign funds are utilized to meet the greatest needs of our local community by empowering children, families, seniors, and veterans to join our YMCA through highly discounted (even FREE) memberships and program rates.

### Last year, our Annual Support Campaign was able to:



**Raise \$434,849**



**Award 1,037 People with Scholarships**



**Provide 527 Youth with Swim Lessons**



**Serve 1,175 Children in Child Care, Preschool, & Day Camp**

### A Story that Defines Generosity



Every story matters. By scanning the QR Code, you can learn about one family whose entire life was turned upside down because of a

fatal event, and how the Y was there to support, care and provide an outlet for them to mourn, process, and heal. Through the funds raised through the Annual Support Campaign, donations given by people just like you, this family was given an incredible gift.

### Other Ways to Get Involved:



#### Banner Program

For \$1,500, place a 3 x 5 full-color banner with your company name and logo at one of our two YMCA branches! Banners are renewed annually.



#### Corporate 25 Program

Donate \$2,500 to our Annual Support Campaign and all employees at your organization receive HUGE benefits!

- \$0 Join Fee
- 25% off Membership Dues
- 25% off Chronic Disease Prevention Programs

# BOWL FOR THE KIDS

Family Bowlaway Fun Center & The BackAlley

## SUNDAY, MARCH 2ND



Bowl For The Kids is a popular event we host annually at the Family Bowlaway Fun Center & The BackAlley. This event attracts 250+ participants, who come together for non-stop bowling and fun to raise money to support our Annual Support Campaign!



## SPONSORSHIP OPPORTUNITIES

### Premier Sponsor: \$2,500

- Company name on all print, digital media, event website and press releases.
- Automatic enrollment in Corporate 25 Community Partnership Program: No join fee, 25% off monthly membership dues & Chronic Disease Prevention Programs for all active employees of your company.
- Verbal recognition at this event and one additional event in 2024.
- 3 x 5 foot banner at event with your company logo.
- Recognition in event program with full page ad.

### Strike Sponsor: \$1,500

- Company name on all digital media, including event website.
- Verbal and printed program recognition at event.
- 3 x 5 foot banner at event with your company logo.

### Spare Sponsor: \$500

- Company name & logo on event website.
- Event printed program recognition.
- 3 x 5 foot banner at event with your company name & logo.

### Pin Sponsor: \$200



- Company name on event website.
- Event printed program recognition.
- 2 x 3 foot banner at event with your company logo.

# 6 EASTER EGG HUNT

Rose E. Schneider Family YMCA

## SATURDAY, APRIL 5TH



This family-friendly event is offered in three separate sessions allowing even more families to Easter egg hunt. We offer age-specific egg hunting areas, crafts, photo opportunities (including visits from the Easter Bunny!), a petting zoo, trackless train rides, and treat bags to all of our egg hunters!

### DONATE GOODS/SERVICES

- Raffle baskets.
- Treat bags and stuffers (coupons, toys, candy).
- Services, such as bounce house rentals, DJ time, photo booths, and other forms of entertainment.

### Popular Donations:

- Treat bag stuffers (coupons, toys, candy).
- Egg hunting bags.

### SPONSORSHIP OPPORTUNITIES

#### Platinum Sponsor: \$500

- 20 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.
- Special mention at the event.
- Event signage.

#### Gold Sponsor: \$250

- 15 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.
- Event signage.

#### Silver Sponsor: \$100



- 10 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Event signage.

#### Bronze Sponsor: \$50

- 5 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Event signage.



# HEALTHY KIDS DAY

**SATURDAY, MAY 3RD**

ARMCO PARK | BUTLER YMCA | ROSE E. SCHNEIDER FAMILY YMCA



Healthy Kids Day is a national YMCA event that is free for our community! We celebrate alongside thousands of other YMCA's across the country to promote healthy lifestyles for kids and families. Join us at either of our branches to engage with over 600 people on our campuses.

## DONATE GOODS/SERVICES

- Raffle baskets.
- Treat bags and stuffers (coupons, toys, candy).
- Services, such as bounce house rentals, DJ time, photo booths, and other forms of entertainment.

### Popular Donations:

- Table/booth set-up.
- Raffle baskets and giveaways.

## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsor: \$500

- Event signage.
- 20 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.
- Special mention at the event.

### Gold Sponsor: \$250

- Event signage.
- 15 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.

### Silver Sponsor: \$100

- Event signage.
- 10 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.

### Bronze Sponsor: \$50

- Event signage.
- 5 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.



# WHEELS OF STEEL ARMCO PARK CAR CRUISE

ARMCO Park

## SATURDAY, JUNE 7TH



Kick off summer at our Annual Wheels of Steel Car Cruise, presented with the Butler Rodfathers, in Slippery Rock, PA. Last year, over 1,000 visitors joined us for this event! All proceeds help keep our beloved park open and maintained for the public to enjoy.

## SPONSORSHIP OPPORTUNITIES

### Luxury Sponsor: \$2,500

- Title Sponsorship: Company name on all print, digital media, and press releases.
- Automatic enrollment in Corporate 25 Community Partnership Program: No join fee, 25% off monthly membership dues and Chronic Disease Prevention Programs for all active employees of your company.

### Vintage Sponsor: \$1,000

- Company name and logo on all digital media, including YMCA digital signage.
- Company logo on event website.
- Verbal recognition at the event.

### Antique Sponsor: \$500



- Company name on event website.
- Company link on event website.
- Verbal recognition at the event.

### Classic Sponsor: \$150

- Company link on event website.
- Verbal recognition at the event.





# BUTLER ROAD RACE

Diamond Park, Downtown Butler

## SATURDAY, JUNE 22ND



Join us for one of the longest standing foot races in Western PA! For over seventy years, thousands of runners have participated in this 2k and 5 mile race held in the heart of downtown Butler.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor: \$7,500

- Title Sponsorship: Company name on all print, digital media, t-shirt, and banner above Main Street.
- Automatic enrollment in Corporate 25 Community Partnership Program: No join fee, 25% off monthly membership dues for all active employees of your company.
- Employees receive Early Bird Pricing through race day.
- Company logo on event t-shirt.

### Gold Sponsor: \$2,500

- Company name and logo on all digital media, including YMCA digital signage.
- Automatic enrollment in Corporate 25 Community Partnership Program: No join fee, 25% off monthly membership dues for all employees at your company.
- Company logo on event t-shirt.

### Silver Sponsor: \$500



- Company name and logo on all digital media, including YMCA digital signage.
- Name listed on event t-shirt.

### Bronze Sponsor: \$150

- Company name on all digital media, including YMCA digital signage.
- Name listed on event t-shirt.

# FORE THE CHILDREN GOLF CLASSIC

Butler Country Club

**MONDAY, SEPTEMBER 22ND**



For nearly twenty-five years, our golf outing has been one of the most successful events in raising money to support our local community!

Team slots sell out every year. So don't wait to register! See you on the green!



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor: \$4,000

- Eight golfer registrations with carts & meals.
- Custom banner with logo, four signs on course, signs on dinner tables, and feature ad in program.
- Automatic enrollment in Corporate 25 Community Partnership Program: No join fee, 25% off monthly membership dues and Chronic Disease Prevention Programming for all active employees of your company.
- Recognition on press releases, event website, and all digital media.

### Silver Sponsor: \$2,500



- Four golfer registrations with carts & meals.
- Four signs on course, signs on dinner tables, company logo in program.
- Automatic enrollment in Corporate 25 Community Partnership Program: No join fee, 25% off monthly membership dues for all active employees of your company.
- Recognition on event website and all digital media.

### Dinner Sponsor: \$500

- Signs on dinner tables.
- Verbal recognition at event, on event website, and all digital media.
- Recognition on event website and all digital media.
- Listing in program.

### Putting Green Sponsor: \$250

- Sign on putting green.
- Recognition on event website and all digital media.

### Hole Sponsor: \$150

- Sign on tee or green.
- Recognition on event website.
- Listing in program.

# TRUNK OR TREAT

Rose E. Schneider Family YMCA

SATURDAY, OCTOBER 18TH



Dozens of cars, thousands of pieces of candy, and so much more! What's not to love about Trunk-or-Treat? Vendor tables allow you to show off your business to hundreds of families as they enjoy fall festivities.

## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsor: \$500

- Event signage.
- 20 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.
- Special mention at the event.

### Gold Sponsor: \$250

- Event signage.
- 15 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.

### Silver Sponsor: \$100

- Event signage.
- 10 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.

### Bronze Sponsor: \$50

- Event signage.
- 5 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.



## DONATE GOODS/SERVICES

- Treat bags.
- Candy & treats.
- Services, such as bounce house rentals, DJ time, photo booths, and other forms of entertainment.

### Popular Donations:

- Trunk decorating/participation.
- Coupons/treats to pass out.
- Basket/prize for contest winners.

# 12 BRUNCH WITH SANTA

Rose E. Schneider Family YMCA

**SATURDAY, DECEMBER 13TH**



Families are invited to have brunch and take pictures with the man himself: Santa Claus! With over 600 people in attendance, this event kicks off the holidays with families in our community.

## DONATE GOODS/SERVICES

- Raffle baskets.
- Food or drinks to be served at the event.
- Services, such as bounce house rentals, DJ time, photo booths, and other forms of entertainment.

### Popular Donations:

- Activity station.
- Food/drink donation.



## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsor: \$500

- Event signage.
- 20 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.
- Special mention at the event.

### Gold Sponsor: \$250

- Event signage.
- 15 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.
- Company logo on promotional flier, event map, and other marketing materials.

### Silver Sponsor: \$100



- Event signage.
- 10 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.

### Bronze Sponsor: \$50

- Event signage.
- 5 guest passes for your employees to utilize at the Rose E. Schneider Family YMCA or Butler YMCA.



# 2025 SPONSORSHIP COMMITMENT FORM

SPONSOR NAME: \_\_\_\_\_  
 CONTACT NAME & TITLE: \_\_\_\_\_  
 MAILING ADDRESS: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_  
 WEBSITE: \_\_\_\_\_

### BOWL FOR THE KIDS

- \$2,500 - Premier Sponsor
- \$1,500 - Strike Sponsor
- \$500 - Spare Sponsor
- \$200 - Pin Sponsor

### EASTER EGG HUNT

- \$500 - Platinum Sponsor
- \$250 - Gold Sponsor
- \$100 - Silver Sponsor
- \$50 - Bronze Sponsor
- Donate Goods/Services (write below) \_\_\_\_\_

### ARMCO PARK CAR CRUISE

- \$2,500 - Luxury Sponsor
- \$1,000 - Vintage Sponsor
- \$500 - Antique Sponsor
- \$150 - Classic Sponsor

### TRUNK OR TREAT

- \$500 - Platinum Sponsor
- \$250 - Gold Sponsor
- \$100 - Silver Sponsor
- \$50 - Bronze Sponsor
- Donate Goods/Services (write below) \_\_\_\_\_

### BUTLER ROAD RACE

- \$7,500 - Presenting Sponsor
- \$2,500 - Gold Sponsor
- \$500 - Silver Sponsor
- \$200 - Bronze Sponsor

### FORE THE KIDS GOLF CLASSIC

- \$4,000 - Presenting Sponsor
- \$2,500 - Silver Sponsor
- \$500 - Dinner Sponsor
- \$250 - Putting Green Sponsor
- \$150 - Hole Sponsor

### HEALTHY KIDS DAY

- \$500 - Platinum Sponsor
- \$250 - Gold Sponsor
- \$100 - Silver Sponsor
- \$50 - Bronze Sponsor
- Donate Goods/Services (write below) \_\_\_\_\_

### BRUNCH WITH SANTA

- \$500 - Platinum Sponsor
- \$250 - Gold Sponsor
- \$100 - Silver Sponsor
- \$50 - Bronze Sponsor
- Donate Goods/Services (write below) \_\_\_\_\_

### OTHER

- \_\_\_\_\_
- \_\_\_\_\_

### PAYMENT INFORMATION

- Check Enclosed (Payable to Butler County Family YMCA)
- Cash Enclosed
- Credit Card

Email your company logo and other branding information to [marketing@bcfymca.org](mailto:marketing@bcfymca.org).

Name on Card: \_\_\_\_\_  
 Card Type (Circle One): VISA Mastercard Discover American Express  
 Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiration: \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_



Please send completed form to:  
 Butler County Family YMCA, ATTN: Event Sponsorship  
 339 N Washington Street, Butler, PA 16001  
 Or email to [give@bcfymca.org](mailto:give@bcfymca.org).

Fill out this same form but through our website!  
**Scan the QR code to visit the form.**



## **BUTLER COUNTY FAMILY YMCA**

Butler YMCA | 339 N Washington St., Butler, PA 16001

Rose E. Schneider Family YMCA | 2001 Ehrman Rd., Cranberry Twp., PA 16066

ARMCO Park | 341 Centreville Pike, Slippery Rock, PA 16057

**BCFYMCA.ORG**