



# PEDAL FOR A PURPOSE

2023 CYCLE-A-THON  
PARTNERSHIP  
OPPORTUNITIES



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# READY, SET, RIDE CYCLE-A-THON



The **Lafayette Family YMCA** is hosting its **Inaugural** community-wide **CYCLE-A-THON** on Saturday, September 9th at the Lafayette Family YMCA! Participants will enjoy challenging and energetic spin sessions under the direction of YMCA staff while raising funds to support local Y programs for those who could not otherwise afford them. Sponsoring the Cycle-a-thon gives you a unique opportunity to connect with people across the Greater Lafayette area, build brand awareness and show your company's support to help youth in our community to thrive.



**JOIN US! SATURDAY, SEPTEMBER 9, 2023**

## DETAILS

**WHEN:** Saturday, September 9, 2023

**WHERE:** 3001 S. Creasy Lane

**WHAT:** 45-minute spin sessions

**WHY:** Proceeds of this event support financial assistance for Youth in our community to participate in programs such as **Before and After School, Safety Around Water, Licensed Childcare, Leaders In Training, Youth Sports, and other Y programs.**



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# YOUR BRAND AMPLIFIED AT THE Y



The Cycle-a-thon will be marketed to over 27,000 members, including logo representation on all event t-shirts and other sponsorship material around the facility.



The YMCA is the nation's most valuable nonprofit brand, according to the independent source, The Cone Non-profit Power Brand 100.



Studies show that corporations that partner with non profits like the YMCA demonstrate increased brand loyalty.



Partnering with the Lafayette Family YMCA will provide your company with a tremendous amount of marketing impressions, including approximately 54,000 social media followers across the association.



In 2022, the Lafayette Family YMCA provided over \$285,000 in financial assistance to Youth, Families, and Seniors in the Greater Lafayette Area.



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<b>SPONSORSHIP BENEFITS</b>	<b>TITLE SPONSOR \$5,000</b>	<b>PLATINUM SPONSOR \$3,000</b>	<b>GOLD SPONSOR \$2,000</b>	<b>SILVER SPONSOR \$1,000</b>	<b>BRONZE SPONSOR \$500</b>
<b>DONOR NAME ON 65" X 37" DIGITAL BANNER</b> DISPLAYED AT THE YMCA FACILITY OF YOUR CHOICE FOR ONE YEAR	●	●	●	●	●
<b>NAME AND LOGO RECOGNITION</b> BY SPONSOR LEVEL ON ALL (3 FT X 9 FT) EVENT BANNERS FOR BOTH LOCATIONS	●	●	●	●	●
<b>COMPANY LOGO</b> ON BACK OF CYCLE-A-THON PARTICIPANT T-SHIRTS (must be confirmed by 8/1/2023)	● as title and on staff shirts	●	●	●	●
YMCA ASSOCIATION <b>DONOR RECOGNITION</b> AS A CHAIRMAN'S ROUND TABLE MEMBER	●	●	●	●	●
<b>COMPANY LOGO</b> DISPLAYED BY SPONSOR LEVEL ON REGISTRATION WEBSITE	●	●	●	●	●
<b>COMPANY NAME AND LOGO</b> FEATURED AS SPONSOR BY LEVEL ON SOCIAL MEDIA	●	●	●	●	●
<b>COMPANY LOGO</b> WILL BE DISPLAYED DIGITALLY AT EACH CENTER FOR ONE MONTH PRIOR TO EVENT BY SPONSOR LEVEL	●	●	●	●	●
<b>COMPANY PROVIDED MARKETING MATERIALS</b> OR PROMO ITEMS (APPROVED BY Y) AT EVENT	●	●	●	●	●
<b>COMPLIMENTARY REGISTRATIONS</b> FOR THE CYCLE-A-THON	● ten	● eight	● six	● four	● two
<b>COMPANY NAME</b> FEATURED IN MARKETING SHARED ON WEBSITE AND SOCIAL MEDIA BY SPONSORS LEVEL	●	●			
<b>COMPANY NAME</b> FEATURED ON FACILITY MARQUEES VISIBLE TO COMMUNITY PASSERSBY (AS AVAILABLE)	●				



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<b>SPONSORSHIP BENEFITS</b>	<b>ELITE PARTNER \$400</b>	<b>PRO PARTNER \$300</b>	<b>FITNESS PARTNER \$200</b>	<b>VENDOR PARTNER \$100</b>
<b>COMPANY PROVIDED MARKETING MATERIALS</b> OR PROMO ITEMS (APPROVED BY Y) AT EVENT	●	●	●	●
<b>NAME AND LOGO RECOGNITION</b> AS SPONSOR ON ALL (3 FT X 9 FT) EVENT BANNERS FOR THE CENTER OF YOUR CHOICE	●	●	●	
<b>COMPANY NAME AND LOGO</b> FEATURED AS SPONSOR BY LEVEL ON CENTER SOCIAL MEDIA	●	●	●	
<b>COMPLIMENTARY REGISTRATIONS</b> FOR THE CYCLE-A-THON	● One	● One		
<b>COMPANY LOGO</b> WILL BE DISPLAYED AS DIGITALLY AT EACH CENTER FOR ONE MONTH PRIOR TO EVENT BY SPONSOR LEVEL	●			
<b>DONOR NAME ON ALL INTERNAL DIGITAL BANNERS</b> DISPLAYED AT THE YMCA FACILITY OF YOUR CHOICE FOR ONE YEAR	●			



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# 2023 LAFAYETTE FAMILY YMCA CYCLE-A-THON PARTNERSHIP

Sponsorship commitment due by August 1st to be included on T-Shirt.

Sponsorship payment due no later than August 15, 2023.

## DONOR INFORMATION

\_\_\_\_\_  
Contact & Company Name

\_\_\_\_\_  
Recognition Name

(Please print your company name/family as you would like it to appear on items)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone

## PARTNERSHIP LEVEL

\$5,000 Platinum Sponsor

\$3,000 Platinum Sponsor

\$2,000 Gold Sponsor

\$1,000 Silver Sponsor

\$500 Bronze Sponsor

\$400 Elite Partner

\$300 Pro Partner

\$200 Fitness Partner

\$100 Vendor Partner

## PAYMENT METHOD

Check Enclosed (Payable to the Lafayette Family YMCA)

Invoice Me

Credit Card (YMCA will contact for payment info at number above)

## SIGNATURE

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please return this form, along with partnership package selections to the Lafayette Family  
3001 S. Creasy Lane Lafayette, IN 47905 or email Stacy Lods at [stacy@lafayettfamilyymca.org](mailto:stacy@lafayettfamilyymca.org).

If you have any questions please contact Stacy Lods or Mary Steindorff at 765-474-3448; or  
Stacy Lods: [stacy@lafayettfamilyymca.org](mailto:stacy@lafayettfamilyymca.org) Mary Steindorff: [Mary@lafayettfamilyymca.org](mailto:Mary@lafayettfamilyymca.org)



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