



CENTRAL LINCOLN COUNTY YMCA
Sponsorship Opportunities
Working Together to Make an Impact in Our Community



ABOUT THE CENTRAL LINCOLN COUNTY YMCA

At the Central Lincoln County YMCA, our mission is to enrich lives, strengthen community and drive social change.

Due to the generous support of our community, we are able to continue to fulfill this mission and provide a safe place every day for hundreds of Lincoln County residents to be healthier, happier and more engaged.

» COMMUNITY IMPACT IN ACTION



We are proud to serve more than 4,000 active community members who utilize our facilities; participate in classes, camps and programs; and most importantly are part of our collective Y family.

BY THE NUMBERS

(based on 2024 Impact Report)

102,584

facility visits by members

\$105,148

provided to community members in the form of scholarships

151

children were cared for in childcare and after-school programs

19,002

nutritious meals and snacks were served to children in CLC YMCA care

778

individuals were helped through our Community Navigation program

500

FARMS at the Y cooking classes were hosted

594

students from 9 area schools participated in FARMS at the Y

500

kids received tennis instruction and participated in programming

303

people participated in chronic disease management programs

1,178

kids participated in summer camp programs



Why you should sponsor the CLC YMCA

DID YOU KNOW?



Sponsorships support the CLC YMCA Annual Fund and go to benefit the YMCA community as a whole.

Unrestricted Annual Fund gifts make an impact to the greatest areas of need across the entirety of the CLC YMCA.

YMCA membership fees only cover approximately one third of the costs for the services our community needs and enjoys, a little help will go a long way.



Sponsorships and fundraising for the Annual Fund is essential to provide the CLC YMCA community with the resources for people, programs, projects, and so much more.



THANK YOU!

Your support matters and makes a BIG difference.

» GET INVOLVED



The Central Lincoln County YMCA actively seeks corporate partners and sponsors that are interested in promoting their businesses to the CLC YMCA members, students, staff, supporters, and visitors; or are interested in gaining exclusive access to on-site events to entertain and host their own employees, clients, or partners.

We offer one-stop shopping for businesses and corporations looking for advertising, marketing, and/or exclusive association with the CLC YMCA community.

Through targeted business solutions, the CLC YMCA can customize specific packages to meet your corporate marketing, community relations, and/or employee engagement objectives.

The CLC YMCA offers new and exciting partnership opportunities including, but not limited to:

Corporate name/brand recognition and promotion
Increased company/product awareness and sales
Enhanced advertising and marketing exposure
Community, regional, national visibility

» FIND YOUR FIT

Work with the CLC YMCA to choose the best way(s) to advertise your company with a-la-carte sponsorship options or choose one of the Partnership Packages that offer diverse opportunities and pricing to meet your needs.

- **On-Site Marketing:** Entrance/Exit Sampling | Promotional Item Giveaways/Coupons | Informational Table
- **On-Site Advertising- Signage:** Facility Banner | Gymnasium Banner | Sanford Family Tennis Center Banner
- **On-Site Advertising - Digital Televisions:** Monthly Digital Ad
- **Digital Advertising:** E-Newsletters | Website
- **Program Sponsorship:** FARMS at the Y Classes | Youth Sport Programs
- **Event Sponsorship:** Presenting Sponsor & General Sponsorship Opportunities

» SIGNAGE OPTIONS



» CLC YMCA Entrance • \$1,500 Annually

The CLC YMCA sees more than 2,000 visitors on a weekly basis and more than 5,000 for annual events hosted in the facility.

Design and 20 x 50 sign produced by the CLC YMCA.



» Gymnasium • \$1,250 Annually

Our full basketball court and multipurpose tennis/pickleball court see more than 500 visitors on a weekly basis and more than 3,000 for annual events hosted in the facility. On a daily basis, the facility is open to community members for open use and is also home to other activities like volleyball, ping pong, air hockey and tennis.

Design and 20 x 50 sign produced by the CLC YMCA.



» Sanford Family Tennis Center • \$750 Annually

The CLC YMCA USTA tennis and pickleball facility has some of the best courts in Maine. Three beautiful courts are available for an hourly rate. USTA certified instructors are available to teach lessons for all levels and abilities. The tennis programs host more than a dozen annual tournaments that collectively attract more than 1,000 participants and spectators.

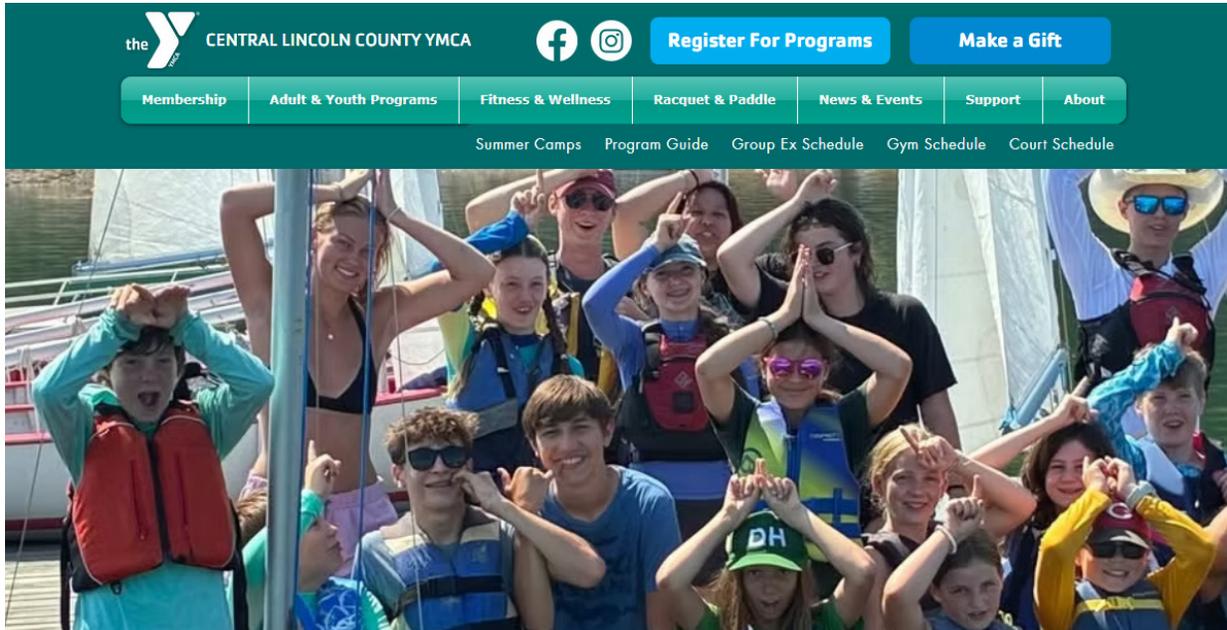
Design and 20 x 50 sign produced by the CLC YMCA.

» Tabling | Promotions • \$100 Per Day (Information Table) | 200 Per Day (Promotion/Sampling)

The CLC YMCA is open daily with more than 1,000 community members and visitors entering our main entrance on a daily basis. Entrance tabling and promotions/sample distribution offers exclusive exposure to the CLC YMCA community.

10-foot table is provided by CLC YMCA. Signage, samples and table staff provided by the sponsor and at the expense of the sponsor and with the approval of CLC YMCA staff.

» DIGITAL OPTIONS



» Website • \$5,000 Annually (presenting sponsor)

The CLC YMCA website, clcymca.org, is the primary information resource for CLC members and the community.

On a monthly basis the average site utilization includes more than 1,900+ unique visitors, 2000+ page visits, 3,320+ site sessions. With our main viewers hailing from Maine, we also have significant viewers in Massachusetts, New York, North Carolina, Rhode Island, and Pennsylvania.



» Monthly Newsletters • \$1,000 (presenting) | \$500 (general)

With 4 membership-wide newsletters, each distributed to more than 10,000 CLC YMCA members and community patrons on a monthly basis, sponsors have the opportunity to have their logo (with a direct link to their company website) prominently featured on the top of the newsletter (presenting sponsor) or bottom of the newsletter (general sponsor).



» Digital Television Ads • \$250 Monthly

With digital advertising screens throughout CLC YMCA facilities and common seating areas, companies have the opportunity to incorporate a customized logo/ad and call-to-action message to be featured in a rotation with other digital sponsors.

Design produced by sponsor/at sponsor's expense.

» YOUTH PROGRAMS

Support of youth programs is critical for the CLC YMCA to continue to offer educational, leadership, teamwork and experiential opportunities for children in our community.

- **\$10,000 Presenting Sponsor**

Sponsorship is exclusive to one company per program season and includes the opportunity for all a-la-carte sponsorship options during the timeframe each program is hosted. Additionally the company logo on all program advertising materials and communications.



» Camps

Approximately 500 community youth attend CLC YMCA summer camps.

Support of camps provides the resources needed to ensure that all community youth can experience an unforgettable summer filled with active adventure, creativity, and discovery.



» FARMS at the Y

The CLC YMCA teaches more than 500 FARMS at the Y cooking classes on an annual basis —providing instruction, education and enrichment for nearly 600 community youth from nine area schools.

FARMS at the Y teaches the value and joy of growing, preparing, and eating healthy local foods. Support of this incredible program provides resources, equipment and materials needed.



» Tennis Backpack Program

The CLC YMCA offers four free tennis lessons to 10 third grade classes annually. The program annually benefits more than 350 community youth.

At the end of their fourth free tennis class, participants are sent home with backpacks containing a tennis racquet, balls, a net, an art kit, and a certificate for one free session of youth tennis.

» YOUTH PROGRAMS



More than 200 children annually participate in CLC YMCA soccer and basketball leagues. Teams practice and play games on-site at the CLC YMCA as well as travel to games in Bath, Boothbay, Richmond and Wiscasset.

Team Sponsors • \$350

Includes individual company logo on team t-shirts and company logo & click through on clcymca.org/sponsor.

League Sponsors • \$250

League Sponsors: Includes company name listed on team shirts, with other sponsors, and company name & click through on clcymca.org/sponsor.

» SPECIAL EVENTS

The CLC YMCA hosts a number of annual special events that provide businesses the opportunity to support our community at varying sponsorship levels.

\$7,500: Presenting Sponsor • \$5,000: General Sponsor • \$2,500: Supporter • \$1,000: Friend

SPRING

- **March:** Youth Basketball Tournament Series (on-site: 500 anticipated)
- **April:** Healthy Kids Day Community-wide health and wellness resource fair for community youth and families (on-site/social/web - 500 attendees)
- **May:** Community Celebration State of the Y (on-site: 200+ attendees)

SUMMER

- **June:** Raise a Racquet | Racquet Sports Fundraiser (on-site: 200+ attendees)
- **August:** Sanford Open | Tennis Tournament & Fundraiser (100+ attendees)

FALL

- **Oct:** Livestrong at the YMCA | Cancer Fundraiser & Tennis Tournament (on-site/social/web - 100-200 attendees)
- **Oct:** SOS Fest: Service Over Self Day of Giving (New: on-site & crowdfunding - web & social | 1,000+ donors)
- **Nov:** Holiday Market | Artisan Fair (on-site, 300-400 attendees)
- **Nov:** Giving Tree | Community Outreach Gift Drive (on-site/website, multi-day)

WINTER

- **Jan & Feb:** Family Fun Nights (2) | Community-wide Y open-house events (on-site/social/web - 100-200 attendees)

» PARTNERSHIP PACKAGES



VISIONARY | 3 YEARS | \$30,000 ANNUALLY

Monthly facility banner (quarterly)
Annual Gymnasium banner
Annual Sanford Family Tennis Center banner
On-Site advertising (monthly rotating digital ad)
E-Newsletter presenting sponsor (quarterly)
E-Newsletter general sponsor (alternating)
Website logo on landing page w/click through

Recognition on sponsor page of clcymca.org
General sponsor for 2 select CLC YMCA annual events
2 complimentary tickets to CLC YMCA Impact Maker events
1 table at the CLC YMCA SOS Fest
Team sponsor for youth sports leagues

INNOVATOR | 3 YEARS | \$20,000 ANNUALLY

Monthly facility banner (2 select months)
Annual Gymnasium banner
Annual Sanford Family Tennis Center banner
On-Site advertising (6 months rotating digital ad)
E-Newsletter presenting sponsor (2 select months)
E-Newsletter general sponsor (alternating)
Website logo on landing page w/click through

Recognition on sponsor page of clcymca.org
General sponsor for 1 select CLC YMCA annual event
2 complimentary tickets to CLC YMCA Impact Maker events
1 table at the CLC YMCA SOS Fest
League sponsor for youth sports leagues

COLLABORATOR | 2 YEARS | \$10,000

Monthly facility banner (1 select month)
Annual Gymnasium banner
On-Site advertising (3 months rotating digital ad)
E-Newsletter presenting sponsor (1 select month)

E-Newsletter general sponsor (alternating)
Recognition on sponsor page of clcymca.org
2 complimentary tickets to CLC YMCA Impact Maker events
League sponsor for youth sports leagues

CONTRIBUTOR | 1 YEAR | \$5,000

Annual Gymnasium banner
On-Site advertising (1 month rotating digital ad)
E-Newsletter general sponsor

Recognition on sponsor page of clcymca.org
2 complimentary tickets to CLC YMCA Impact Maker events

SPONSORSHIP OPPORTUNITIES

Due to the generous support of our community, we are able to continue to provide a safe place every day for hundreds of Lincoln County residents to be healthier, happier and more engaged. We are proud to serve more than 4,000 active community members who utilize our facilities; participate in classes, camps, programs, and events.

CORPORATE IMPACT MAKERS CLUB

___ \$30,000 | Visionary (3 years)

___ \$10,000 | Collaborator (2 years)

___ \$20,000 | Innovator (3 years)

___ \$5,000 | Contributor (1 year)

PROGRAM & DIGITAL

___ \$1,500 | Entrance Signage

___ \$500 | General Sponsor (E-News)

___ \$1,250 | Gymnasium Signage

___ \$350 | Youth Team Sponsor (Soccer)

___ \$750 | Tennis Center Signage

___ \$350 | Youth Team Sponsor (Basketball)

___ \$5,000 | Presenting Sponsor (Web)

___ \$250 | Youth League Sponsor (Soccer)

___ \$1,000 | Presenting Sponsor (E-News)

___ \$250 | Youth Team Sponsor (Basketball)

EVENTS

1. \$7,500-Presenting **2. \$5,000**-General **3. \$2,500**-Supporter **4. \$1,000**-Friend

_____ Healthy Kids Day (April)

_____ Sanford Open (August)

_____ Raise a Racquet (June)

_____ SOS Fest (October)

TOTAL \$

Give Online at clcymca.org/sponsor



SPONSORSHIP FORM

Full Name _____

Company Name _____

Address _____ City, State, Zip _____

Cell Phone _____ Email _____

Interested in YMCA Corporate Membership: ___Yes ___No

PAYMENT INFORMATION

\$_____ TOTAL FROM OTHER SIDE OF FORM

_____ Check enclosed, made payable to CLC YMCA

_____ Credit

___ Visa ___ Mastercard ___ Discover ___ Amex

New Card Number _____

Expiration Date _____ CSV _____

Name on Card _____ Signature _____

Complete both sides of form and send with payment to:
Central Lincoln County YMCA | Attn: CLC YMCA Development
525 Main Street, PO Box 787 | Damariscotta, ME 04543

Give Online at clcymca.org/sponsor

WAYS YOUR SUPPORT CAN MAKE AN IMPACT

- Your support can provide care for kids from six weeks old through middle school.
- Your support can ensure that teens don't go hungry and instead receive a healthy snack every afternoon.
- Your support can support our outreach programs, like Fill the Y Bus and the Help Yourself Shelf, which help local people when they need it.
- Your support can eliminate loneliness for seniors and provide the opportunity for group events, programs and classes.
- Your support can give a one-of-a-kind summer camp experience to youth in our community — an experience they will treasure forever.



LEARN MORE

The Central Lincoln County YMCA would love to meet with you and your company to learn more about how we can develop a beneficial partnership moving forward, for the CLC Y and for your business.

CONTACT INFORMATION

Casey Clark Kelley, Chief Executive Officer
207.563.9622 | ceo@clcymca.org

Kate Burke, Director of Development
207.563.9622 | kburke@clcymca.org

FOUR WAYS TO GIVE



DONATE ONLINE

clcymca.org/support/sponsor



STAMP & MAIL OR DROP OFF

Central Lincoln County YMCA
PO Box 787 | 525 Main Street
Damariscotta, ME 04543



CALL THE OFFICE OF DEVELOPMENT

207.563.9622