



YMCA Move to Give | June 4-11, 2022

This year marks the Y's 8th annual Move to Give event. The week of June 4-11, 2022, we anticipate more than 500 people will **Move** to raise funds through a wide variety of physical activities and outdoor challenges. Participants will choose how they **Move** through a Passport Challenge. Individuals and families will challenge themselves physically while giving back to their community through this fun event.

Although the past two years have presented many challenges for our YMCA, our mission has not changed. We build strong, healthy and connected individuals, families and communities. Our goal is to raise over \$75,000 in support of the Y's efforts to build healthy communities through this event. This event has engaged over 7,000 people in just seven years and raised over \$700,000 for the Y.

Why the Y?

The YMCA of Simcoe/Muskoka provides a wide variety of programs and services across the communities of Simcoe, Muskoka and Parry Sound. Whether it is through health and fitness programs, swimming lessons, licensed child care, employment/literacy services, immigrant services, leadership training for the not-for-profit sector, outreach and counselling programs for youth or camps for children, youth and families, Y programs inspire people to reach their full potential. As you know, this has not been an easy year for our YMCA. However, because of the financial support of our donors and corporate sponsors, we have been able to reshape and reimagine the way that we work with people throughout the pandemic.

It is because of generosity like yours we continue to deliver on our mission and vision throughout the pandemic. COVID-19 has changed our reality, and while the programs and services the Y offers across Simcoe, Muskoka and the District of Parry Sound may look different, our commitment to strengthening communities remains the same.

We are proud to be an Imagine Canada Accredited charity. The Trustmark is a symbol of excellence and leadership in the charitable sector. The YMCA of Simcoe/Muskoka was the first YMCA in Canada to achieve this accreditation.

Charitable Registration Number: 119215119 RR0001

YMCA Media Stats

E-Newsletter

- Distributed to over 19,400 YMCA Members & average monthly open rates of 35.29%
- Average email open rate for Canadian non-profits is 25.17%, according to Mailchimp

Twitter Followers: 5,725

- Average Monthly Impression: 22,555

Facebook Followers: 6,745

- Average Monthly Impression: 21,994

Instagram Followers: 2,929

- Average Monthly Impression: 19,850

Move To Give Website

- Over 1,000 unique participants and over 2,600 donors accessing the site

SPONSORSHIP LEVELS

COMMUNITY MOVER | \$10,000

Move to Give Sponsor Benefits:

- Tour of a YMCA of Your Choice
- Invitation to YMCAs Annual Celebration
- A virtual presentation about Move to Give at your business by YMCA staff
- Opportunity to address all participants in a virtual opening or closing ceremony

Move to Give Sponsor Recognition:

- Receive the status of presenting sponsor
- Included in YMCA staff email signatures as presented by
- Special thank you on the main Y website (www.ymcaofsimcoemuskoka.ca) scrolling banner – July/August 2022
- Pre-recorded sponsor interviews that could be shared at the virtual opening or closing
- Listed in the Facebook cover photo image on Facebook platform
- One personalized social media mention pre-event, tagged, all platforms (Instagram/Twitter/Facebook)
- Listed in a closing press release announcing fundraised amount and listing sponsorship level
- External Friday Stakeholder Email Newsletter - sponsor spotlight (5x) with company hyperlink
- YMCA Digital TV Ad or Personalized Sponsor Thank You with all sponsor logos on a slide
 - o Ad provided by sponsor 1920x960p due 14 days prior to display
 - o Ad runs for 2 months at 1 location of choice
- Logo on Event Website www.movetogive.ca with company hyperlink
- Logo on printed passport
- Logo on direct mail postcard to promote the event with past participants
- Included in one all-sponsor social media thanks- post-event on all platforms (Instagram/Twitter/Facebook)

FAMILY MOVER | \$5,000 Sponsor

Move to Give Sponsor Benefits:

- Tour of a YMCA of Your Choice
- Invitation to YMCAs Annual Celebration
- A virtual presentation about Move to Give at your business by YMCA staff
- Opportunity to address all participants in a virtual opening or closing ceremony

Move to Give Sponsor Recognition:

- Pre-recorded sponsor interviews that could be shared at the virtual opening or closing
- Listed in the Facebook cover photo image on Facebook platform
- One personalized social media mention pre-event, tagged, all platforms (Instagram/Twitter/Facebook)
- Listed in a closing press release announcing fundraised amount and listed sponsorship level
- External Friday Stakeholder Email Newsletter - sponsor spotlight (3x) with company hyperlink
- YMCA Digital TV Ad or Personalized Sponsor Thank You with all sponsor logos on a slide
 - o Ad provided by sponsor 1920x960p due 14 days prior to display
 - o Ad runs for 1 month at 1 location of choice
- Logo on Event Website www.movetogive.ca with company hyperlink
- Logo on printed passport
- Logo on direct mail postcard to promote the event with past participants
- Included in one all-sponsor social media thanks- post-event on all platforms (Instagram/Twitter/Facebook)

OPPORTUNITY MOVER | \$2,500 Sponsor

Move to Give Sponsor Benefits:

- Tour of a YMCA of Your Choice
- Invitation to YMCA's Annual Celebration
- A virtual presentation about Move to Give at your business by YMCA staff

Move to Give Sponsor Recognition:

- One personalized social media mention pre-event, tagged, all platforms (Instagram/Twitter/Facebook)
- Listed in a closing press release announcing fundraised amount and listing sponsorship level
- External Friday Stakeholder Email Newsletter - sponsor spotlight (2x) with company hyperlink
- YMCA Digital TV Ad or Personalized Sponsor Thank You with all sponsor logos on a slide
 - o Ad provided by sponsor 1920x960p due 14 days prior to display
 - o Ad runs for 1 week at 1 location of choice
- Logo on Event Website www.movetogive.ca
- Included in one all-sponsor social media thanks- post-event on all platforms (Instagram/Twitter/Facebook)

WELLNESS MOVER | \$1,000 Sponsor

Move to Give Sponsor Benefits:

- Tour of a YMCA of Your Choice
- Invitation to YMCAs Annual Celebration
- A virtual presentation about Move to Give at your business by YMCA staff

Move to Give Sponsor Recognition:

- External Friday Stakeholder Email Newsletter - sponsor spotlight (1x)
- YMCA Digital TV Ad or Personalized Sponsor Thank You with all sponsor logos on a slide
 - Ad provided by sponsor 1920x960p due 14 days prior to display
 - Ad runs for 1 week at 1 location of choice
- Logo on Event Website www.movetogive.ca
- Included in one all-sponsor social media thanks- post-event on all platforms (Instagram/Twitter/Facebook)

FRIENDSHIP MOVER | \$500 Sponsor

Move to Give Sponsor Benefits:

- Tour of a YMCA of Your Choice
- Invitation to YMCAs Annual Celebration

Move to Give Sponsor Recognition:

- Logo on Event Website www.movetogive.ca
- Included in one all-sponsor social media thanks- post-event on all platforms (Instagram/Twitter/Facebook)

YMCA of Simcoe/Muskoka

Event Sponsorship Contact

Taya McLellan

Email: taya.mclellan@sm.ymca.ca

Cell: 705-627-6161

Dale Rowe

Email: dale.rowe@sm.ymca.ca

Cell: 705-345-0979