

Become a
**Community
Impact Sponsor**



Shine On

**Together we can
build strong communities**



Sponsorship & Advertising Opportunities

Become a Community Impact Sponsor

ENRICH YOUR BRAND
WHILE SUPPORTING
OUR COMMUNITY

This invitation offers a chance to expand your reach and enhance your brand, while supporting YMCA Northumberland in ensuring individuals of all ages in our community have access to opportunities that help them thrive.

Each year, we serve more than **8,000** individuals through our recreation facilities and child care centres. As a sponsor, you will be able to connect with these people within a community-focused space and share your unique company message. Seize this opportunity to collaborate with us.

Together, we can identify the right sponsorship options with meaningful benefits for your business.



The Benefits of YMCA Sponsorship

BROAD SOCIAL MEDIA REACH

20 Posts/week
148K Impressions/month
46K Reach/month
2K Interactions/month

**9,500+ followers on
social media**

TV ADS TO YMCA MEMBERS

Access to 250,000+ interactions
within our 3 locations in 2025 on
facility signage and at YMCA
activities & events

**7,500+ Y members
& growing**

COMMUNITY EVENT REACH

Dozens of events run yearly
throughout
Northumberland County!

**Audience of 2K+
community members**

MAIN ROAD SIGNAGE

Main road signage on Elgin
Street in Cobourg reaches
significant ongoing traffic.

**Over 1 Million Drive by
Traffic views Annually**

CO-BRAND BUILDING

Align with a trusted brand,
recognized as place of
belonging where over 90%
of members feel welcomed.

**\$2 Million National Media
Campaign in 2025**



Sponsor Program Options

Level	Events	Recognition
<p>Bronze \$208/ Month (\$2,500/year)</p>		<ul style="list-style-type: none"> • Company Logo + custom message on Road Sign. • Company Logo on TVs in 3 YMCA locations. • Social Media thank you post. • Signage to display in your business recognizing your business as a YMCA Partner.
<p>Silver \$291/ Month (\$3,500/year)</p>	<ul style="list-style-type: none"> • 1 Event 	<ul style="list-style-type: none"> • Company Logo + custom message on Road Sign. • TV Ads in 3 YMCA locations, static or video, based on content provided. • Social Media thank you post 1x per year. • Annual Social media promo video taken by YMCA team. "Why I Support the YMCA." • Inclusion in event promotions and socials. • Signage to display in your business recognizing your business as a YMCA Partner.
<p>Gold \$458/ Month (\$5,500/year)</p>	<ul style="list-style-type: none"> • 2 Events • Peace Medal Breakfast 	<ul style="list-style-type: none"> • Company Logo + custom message on Road Sign. • TV Ads in 3 YMCA locations, static or video based on content provided. • Social Media thank you post 2x per year. • Annual Social media promo video taken by YMCA team. "Why I Support the YMCA" • Inclusion in 2 event promotions and socials. • 2 invitations to Peace Medal Award Breakfast + mention in Peace Medal Breakfast Media Release. • Signage to display in your business recognizing your business as a YMCA Partner.
<p>Platinum \$833/ Month (\$10,000/year)</p>	<ul style="list-style-type: none"> • 3 Events • Peace Medal Breakfast 	<ul style="list-style-type: none"> • Company Logo + custom message on Road Sign. • TV Ads in 3 YMCA locations, static or video based on content provided. • Social Media thank you post 3x per year. • Annual Social media promo video taken by YMCA team. "Why I Support the YMCA" • Inclusion in 3 events promotions and socials. • Table of 8 at the Peace Medal Award Breakfast + mention in Peace Medal Breakfast Media Release. • Media Opportunities including radio interview. • Named partner for your choice of a YMCA program. (ie Mothers of Newborns or Opportunity Fund) • Recognized on all program specific materials. • Signage to display in your business recognizing your business as a YMCA Partner

As a **Community Impact Sponsor**, your support raises vital resources to enhance the well-being of individuals across Northumberland. When your business partners with the Y, you not only do you expand your reach—you make a meaningful impact on your customers, neighbours, friends, and families.

The YMCA is a place where we can all connect, get active, and thrive.

Join us, and together we can ignite the potential in everyone and build a stronger community.



Secure Your Exclusive Package Today!

Limited opportunities remain. Reserve your spot to ensure your business is matched with a package that best aligns with your goals.

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Accredited
IMAGINE CANADA

