



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

# LET'S WORK TOGETHER

## SPONSORSHIP OPPORTUNITIES FOR FIRST COAST GAMES



The YMCA's First Coast Games (FCG) is an annual corporate challenge designed to encourage healthy lifestyle choices for participants while building fellowship among employees outside the office. All events and activities encourage employees to get active through fun and competitive sports, games and activities, which in turn benefits the overall wellness of the company. In addition to promoting and encouraging company pride, morale and camaraderie among employees, FCG promotes networking among businesses across the First Coast. Employees will strengthen their body, mind and spirit, while the Games open more opportunities to engage a broader base of company employees.



**So, play hard, work better, live well  
and let the games begin!**



### PREMIUM SPONSOR - \$15,000

- Premium Sponsor recognition with all FCG events
- Prominent website presence including links on social media (19,000+ Facebook likes), plus your own hashtag.
- Name in all FCG-associated media coverage
- Logo on official FCG t-shirts and other printed materials
- Logo on in-Y branch displays
- Opportunity for corporate merchandising at event(s) of your choice
- Company-provided banners/signage displayed at event(s) of your choice
- Free FCG Pre-Event Training: The Y Healthy Living team will work with your employees to schedule 2-4 trainings on-site (multiple locations, if needed) during March and April to answer questions about selected sports in FCG, provide active demonstrations, review rules and offer fitness tips and pre games health screenings
- Free team entry TO WIN & TO PLAY (all events)



### SUPPORTING SPONSOR - \$10,000

- Supporting Sponsor recognition with all First Coast Games events
- Prominent website presence including links on social media (19,000+ Facebook likes), plus your own hashtag.
- Name in all FCG-associated media coverage
- Logo on official FCG t-shirts and other print materials
- Logo on in-Y branch displays
- Opportunity for corporate merchandising at event(s) of your choice
- Company-provided banners/signage displayed at event(s) of your choice



## OPENING & CLOSING CEREMONIES SPONSOR - \$5,000

- Recognition as Opening & Closing Ceremony Sponsor at both family events with expected attendance of 500-1,000 guests
- Name in all FCG-associated media coverage
- Logo on weekly email and communication to all participants
- Logo on official FCG t-shirts and other print materials
- Display of logo (as link) on FCG sponsors page
- Opportunity for corporate merchandising at both events
- Company-provided banners/signage displayed at both events
- **Please note: If your company is interested in ONLY sponsoring the Opening OR Closing Ceremony, the commitment would be \$2,500.**



## HEALTHY LIVING CHALLENGE SPONSOR - \$2,500

- Recognition as official Healthy Living Challenge Sponsor during the length of the games
- Name in all FCG-associated media coverage
- Name/Logo on all FCG-associated marketing materials
- Display of logo (as link) on FCG sponsors page
- Display of logo on FCG banner in each Y-branch
- Opportunity for corporate merchandising at Opening Ceremony
- Company-provided banners/signage displayed at Opening Ceremony



## CORPORATE CHALLENGE SPONSOR - \$1,000\*

- Company recognized as a Corporate Challenge sponsor in all FCG-associated media
- Company-provided banners/signage displayed at specified event
- Opportunity for company to have promotional materials at specified event and/or set up booth
- Company merchandising opportunity in welcome packet distributed to all participants in attendance at the Opening Ceremonies (attendance of 500-1,000 expected)



## CLOSING CEREMONY 5K WATER STATION SPONSOR - \$500

- Company logo/name included on signage along the course
- Company-provided banners displayed at water station
- Opportunity for company to decorate water station in company theme or theme of choice
- Company merchandising opportunity in welcome packet distributed to all participants in attendance at the Opening Ceremonies (attendance of 500-1,000 expected)
- Company responsible for stocking water station and for recruiting employees to staff station and encourage walkers/runners



## OPENING OR CLOSING CEREMONY BOOTH SPONSOR - \$500

- Company-provided banner displayed on provided table near the reception area (expected attendance is 500-1,000)

## CLOSING CEREMONY 5K MILE MARKER SPONSOR - \$250

- Company logo/name included on course signage at specified mile marker location along the course (Mile 1, 1.5 Mile Turn Around Point or Mile 2)



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## FIRST COAST GAMES SPONSORSHIP COMMITMENT

- \_\_\_\_\_ \$15,000 Premium Sponsor
- \_\_\_\_\_ \$10,000 Supporting Sponsor
- \_\_\_\_\_ \$5,000 Opening & Closing Ceremony Sponsor
- \_\_\_\_\_ \$2,500 Healthy Living Challenge Sponsor
- \_\_\_\_\_ \$1,000 Corporate Challenge Sponsor\*
- \_\_\_\_\_ \$500 Closing Ceremony 5K Water Station Sponsor
- \_\_\_\_\_ \$500 Opening or Closing Ceremony Booth Sponsor
- \_\_\_\_\_ \$250 Closing Ceremony 5K Mile Marker Sponsor

**\*If interested in joining First Coast Games as a Corporate Challenge Sponsor, please indicate which sport you would like to support:**

- |                          |                               |                  |
|--------------------------|-------------------------------|------------------|
| _____ Opening Ceremonies | _____ Flag Football           | _____ Softball   |
| _____ Basketball         | _____ Kickball                | _____ Volleyball |
| _____ Ultimate Frisbee   | _____ Soccer                  | _____ Dodge Ball |
| _____ Tennis             | _____ Bowling                 | _____ TOPGOLF    |
| _____ Camp Day           | _____ Closing Ceremonies / 5K |                  |

**Your donation is tax deductible as allowed by law.**

**Contact Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

If you have questions, contact Dana Troeger at 904.265.1809 or by email at [dtroeger@firstcoastymca.org](mailto:dtroeger@firstcoastymca.org).

**PLEASE MAKE CHECKS PAYABLE TO:**  
**YMCA of Florida's First Coast**  
40 E. Adams Street, Suite 210  
Jacksonville, FL 32202

Your gift is tax deductible as provided by law. A portion of your gift may be subject to IRS rules (IRC 170(I) and IRS Publication (526) which limits the tax deductible portion of that gift.

As a result of your contribution, you may be invited to receive tickets or items of value. Since acceptance of items of value will reduce your charitable deduction, you will have the opportunity to decline these benefits, or to make a separate payment for the benefit received if you prefer. If any benefit results from your contribution, in accordance with IRS guidelines, we will notify you of the fair market value of the benefit so that you will know what portion of your contribution is deductible.