



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

About the First Coast Games

The YMCA's First Coast Games 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, First Coast Games promotes networking among businesses across the First Coast.

First Coast Games emphasizes health and wellness by introducing fun, dynamic activities into the workplace. Not only will employees strengthen their body, mind and spirit, but it will also open more opportunities to engage a broader base of company employees. So, play hard, work better, live well and let the games begin!

About the YMCA of Florida's First Coast

The Y is a powerful association of men, women and children from all walks of life joined together by a shared passion: to strengthen the foundations of community. We believe that lasting personal and social change can only come about when we all work together to invest in our children, our health and our neighbors.

We're for youth development.

Children in Y programs cultivate values, skills and relationships that lead to positive behaviors, better health and educational achievement.

We're for healthy living.

We bring families closer together, encourage good health and foster connections through fitness, sports, fun and shared interests. Because after all, a healthy community begins with healthy people.

We're for social responsibility.

We work together, side-by-side with and for our neighbors, as advocates for the happiness and well-being of each and every member of our community, whom we call family. Thanks to generous support, we offer programs and services to all, regardless of any barrier that may exist.

STRENGTHENING THE FOUNDATIONS OF COMMUNITY

YMCA OF FLORIDA'S FIRST COAST | FirstCoastYMCA.org



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First Coast Games Sponsorship Opportunities

PREMIUM SPONSOR - \$15,000

- Premium Sponsor recognition with all First Coast Games events
- Prominent website presence including links on social media (16,000+ 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 April and May to answer questions about selected sports in FCG, provide active demonstrations, review rules and offer fitness tips and pre games health screenings (*This will be an a la carte service for other corporate teams*)
- **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 (16,000+ 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 CEREMONY 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
- Logo on FCG print materials
- Display of logo (as link) on FCG sponsors page
- Opportunity for corporate merchandising at Opening & Closing Ceremonies
- Company-provided banners/signage displayed at Opening & Closing Ceremonies
- **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 (print and web)
- Display of logo (as link) on FCG sponsors page
- Display of logo on FCG Healthy Living Challenge 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 / games
- 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 (minimum of 500 employees expected)

CLOSING CEREMONY 5K WATER STATION SPONSOR - \$500

- Company logo/name included on water station 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 (minimum of 500 employees 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)

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 / 5K | _____ Flag Football | _____ Softball |
| _____ Basketball | _____ Kickball | _____ Volleyball |
| _____ Ultimate Frisbee | _____ Soccer | _____ Dodge Ball |
| _____ Tennis | _____ Bowling | _____ Punt, Pass & Kick |
| _____ Ping Pong | _____ Closing Ceremonies | |

Your donation is tax deductible as allowed by law.

Contact Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

If you have questions, please contact at Eleanor Lanza at 904.265.1824 or by email at elanza@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.