

Dear Friend and Supporter,

I am writing to invite your support for the YMCA of Superior California by sponsoring our annual S'moresfest, on September 27th, 2025.

The YMCA is so much more than a place to work out. It is an anchor for our community. Our Y is an enriching afterschool program, and a summer feeding program where children can receive healthy meals. It is quality day care for working families. It is swim lessons that prevent drownings and improve quality of life. It is a place for fitness, recreation, friendships, and connections. Our YMCA is a place that strengthens our entire community.

The YMCA is also a place that ensures our programs and services are accessible to all – regardless of financial circumstances. Our Y-Assist Program provides scholarships to families and individuals in need – helping them access life-changing programs at the Y.

Can you please be a part of this important community resource by sponsoring S'moresfest 2025? This event, held on the YMCA's Sacramento Central outdoor grounds, will welcome autumn with a camp-themed BBQ, local craft beer, wines, and our famous S'mores competition! It will be a festive evening at and for the YMCA.

Your event sponsorship will:

- Teach children the values of teamwork, commitment, and perseverance, by providing community youth sports and summer camp.
- Assist working parents in need of affordable, quality daycare.
- Prevent chronic disease and improve the health of our community.
- And so much more.

We are always happy to recognize and thank our donors. A sponsorship form is attached, outlining the ways we will recognize your support. We are also happy to tailor a sponsorship package to your individual needs.

Please contact me if you have any questions. Thank you for considering our request.

With gratitude,



Sharna Braucks, President & CEO
1926 V Street
Sacramento, CA 95818

The YMCA of Superior California is a 501(c)3, nonprofit organization. Federal Tax ID # 94-1156634



YMCA OF SUPERIOR CALIFORNIA SPONSOR BENEFITS

Presenting Sponsor – \$15,000 (One Available)

- 20 event tickets with reserved seating (two tables)
- Presenting Sponsor recognition in all collateral, print materials, and digital promotions
- Logo on event glassware
- Opportunity to participate in pre-event media segment
- Full page, full color, back cover ad in event program
- Presenting Sponsor name and logo signage at event
- Presenting Sponsor recognition in slideshow and stage announcements
- Four social media shout outs
- Logo recognition on event website as Presenting Sponsor

Stage Sponsor – \$10,000 (One Available)

- 15 event tickets with reserved seating
- Opportunity to participate in pre-event media event
- Full page, full color, inside front cover ad in event program
- Signage with sponsor name and logo on event stage
- Stage Sponsor recognition in slideshow and stage announcements
- Three social media shout outs
- Logo recognition on event website as Stage Sponsor

Campfire or Game Sponsor – \$5,000 (Five Available)

- 10 event tickets with reserved seating
- Half page, full color, inside back cover ad in event program
- Event signage with sponsor name and logo at campfire or lawn games
- Tiered recognition in slideshow and stage announcements
- Two social media shout outs
- Tiered logo recognition on event website

Chocolate Sponsor – \$2,500

- 6 event tickets with reserved seating
- Quarter page ad in event program
- Event signage
- Tiered recognition in slideshow and stage announcements
- Tiered logo recognition on event website

Marshmallow Sponsor – \$1500

- 4 event tickets
- Business card ad in event program
- Event signage Tiered recognition in slideshow and stage announcements
- Tiered logo recognition on event website

Graham Cracker – \$500

- 2 event tickets
- Listing in event program
- Tiered recognition in slideshow and stage announcements
- Tiered logo recognition on event website



MARKETING REACH

- Projected Attendance: 360
- Email Outreach: 30,000
- Monthly Website Views: 17,000
- Social Media Followers: 14,378
- Media Engagement: Opportunities for participation in multiple pre-event media segments.





Yes! I will sponsor S'moresfest at the following level.

- Presenting Sponsor - \$15,000 (One Available)
- Stage Sponsor - \$10,000 (One Available)
- Campfire or Game Sponsor - \$5,000 (Five Available)
- Chocolate Sponsor - \$2,500
- Marshmallow Sponsor - \$1500
- Graham Cracker - \$500

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

PAYMENT INFORMATION

- Check enclosed, payable to the YMCA of Superior California
- Please invoice me (company and address): _____

Billing Address (if Different from Above): _____

Please email a high resolution logo (jpg, png), to
MarketingDirector@ymcasuperiorcal.org by August 8th, 2025.

The YMCA of Superior California is a 501(c)3, nonprofit organization. Gifts are tax deductible as allowed by law. Federal Tax ID # 94-1156634

