

GET INVOLVED

2026 CORPORATE PARTNERSHIP OPPORTUNITIES

Promote your brand while strengthening your community.

The Southington–Cheshire Community YMCAs are seeking community-minded partners like you — organizations looking for creative and meaningful ways to reach their audiences, build brand alliances, and make a positive impact right here at home.





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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Imani Johari - Leader's Club

Dear Friends of the Y,

At the Southington-Cheshire Community YMCAs, we believe that strong partnerships create strong communities. As a cornerstone of health, wellness, and youth development, the YMCA serves thousands of individuals and families across Southington and Cheshire.

We invite you to become a valued corporate sponsor and align your brand with one of the most recognized and respected nonprofit organizations in the nation.

Your partnership provides meaningful visibility for your company while directly supporting vital programs such as child care, summer camps, and chronic disease prevention programs and other essential initiatives. Together, we can strengthen our community and ensure individuals and families of all backgrounds have access to opportunities that promote youth development, healthy living, and social responsibility.

We welcome the chance to discuss how a YMCA partnership can align with your philanthropic and business goals. Enclosed are details about sponsorship opportunities and recognition benefits.

Thank you for your consideration. We look forward to the opportunity to work together.

Sincerely,

Mark Pooler
Chief Executive Officer

Doug Levens
Cheshire Branch
Executive Director

Jay Jaronko
Southington Branch
Executive Director





YOUR IMPACT

Thank you for considering a partnership with the Southington-Cheshire Community YMCAs. When you invest in the Y, you are supporting an organization dedicated to building programs focused on youth development, healthy living, and social responsibility. Together, we can build a better us.

YOUR REACH



23,549 SCCYMCA
Social Media
Followers



57,123 SCCYMCA
Website Visits/Year



31,304 SCCYMCA
Email Subscribers



9,575 SCCYMCA
Members



OUR PROGRAMS

130+ participants in our chronic disease programs,
1,351 children served in our childcare programs,
6,216 youth attend summer day camp.



Diabetes Prevention



Livestrong



HIIT Back Against
Parkinson's



Preschool



Summer Camp



Leaders Club



YMCA Camp Sloper



Before & After School
Child Care



ANNUAL SUPPORT CAMPAIGN



The Southington-Cheshire Community YMCAs have been part of our communities since 1928 in Southington and 1965 in Cheshire. We provide a wide range of services, including health and wellness classes, preschool, before and after school child care at every elementary school, summer camps, youth sports, programs for active seniors and chronic disease prevention programs.

Thanks to our generous donors, we are proud to offer financial assistance to ensure that families and individuals in need can participate in YMCA memberships, programming, child care and camps.

Sponsorship Benefits

Your name and/or logo featured on the TV monitors in the lobby and fitness area year-round

Your name and/or logo featured on all advertisements from the YMCAs Annual Campaign

Your name and/or logo with a link to your website on our website

Speaking opportunities throughout the year including Annual Meeting in Southington and/or Cheshire

Your name and/or logo on our membership newsletters

GOLD
\$5,000

SILVER
\$2,500

BRONZE
\$1,500



Logo



Logo



Name



Logo



Logo



Logo



Logo



Name



Logo



Logo

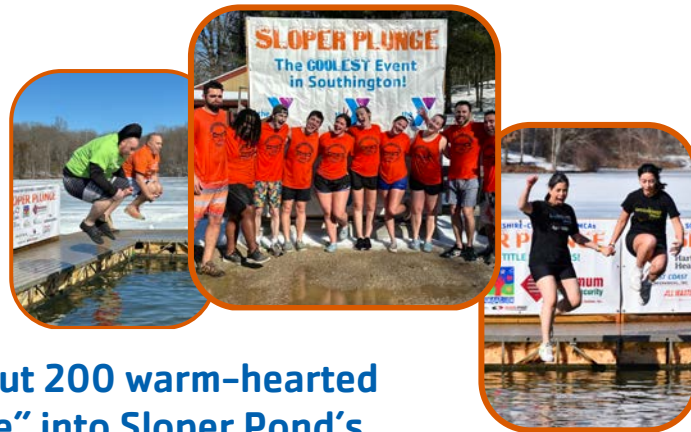


Name

Support from our donors and sponsors ensures that we continue to strengthen the foundation of our communities. Your contribution helps the Y continue to be there for our Southington and Cheshire families.





























21st Annual SLOPER PLUNGE

February 28, 2026



Make summer camp dreams come true! About 200 warm-hearted members of our community “take the plunge” into Sloper Pond’s chilly water, raising money to help send children and teens to camp.

Sponsor Benefits

	TITLE (\$3000)	PREMIER (\$1500)	GOLD (\$1000)	SILVER (\$500)
Logo featured prominently next to the YMCA logo on all advertisements	the 			
On-site speaking opportunity at the Plunge	the 			
Logo/Name & website link included on event landing page	the  Logo	the  Logo	the  Logo	the  Name
Logo/Name on event banner	the  Logo	the  Logo	the  Logo	the  Name
On-Site promotional opportunities	the 	the 		
Logo/Name on Sloper Plunge media posts (Facebook, Instagram, etc.)	the  Logo	the  Logo	the  Logo	the  Name
Logo/Name on the online fundraising pages	the  Logo	the  Logo	the  Logo	the  Name
Logo/Name included in email campaign - over 30,000 contacts	the  Logo	the  Logo	the  Logo	the  Name
Logo/Name on all team pages	the  Logo	the  Logo	the  Logo	the  Name


















YMCA CAMP QUE BBQ & BREW



June 14, 2026

This annual barbeque and beer tasting event is the Cheshire Community YMCA's signature fundraiser with over 250 attendees enjoying food and festivities.

Sponsor Benefits

	TITLE (\$2500)	RAFFLE (\$1500) SOLD	GOLD (\$1000)	SILVER (\$500)
Company logo prominently displayed on insulated grocery bags used to package each meal				
Name & logo listed prominently on registration website				
Logo/Name listed on registration site, and all promotional materials (print/electronic/social)	 Logo	 Logo	 Logo	 Name
Special thank you during announcements on event day				
Exclusive social media shout-out recognizing your company				
Complimentary tickets to the event	 8 tickets	 6 tickets	 4 tickets	 2 tickets
Acknowledgement as a donor for a \$500 gift card in raffle				

YMCA CHARITY GOLF TOURNAMENT

















August 3, 2026

Chip in and make a difference!

The proceeds from the YMCA Charity Golf Tournament provide financial assistance to those in need for memberships, child care, day camp, and other Y programs. Sponsor a day full of golf, awards, lunch, dinner, auctions and more at the prestigious TPC River Highlands.



Sponsor Benefits

	TITLE (\$10000)	PREMIER (\$5000)	GOLD (\$2100)	LUNCH/ DINNER (\$1000)	HOLE (\$500)
Company recognition on the program guide	the 	the 	the 	the 	the 
Recognition of company name on main event banner	the 	the 	the 	the 	
Four registered golfers	the 	the 	the 		
Advertising space on golf carts	the 	the 			
Company logo on marketing materials (digital and print)	the 	the 			
Company banner at registration and awards ceremony	the 				
Sponsorship signage on every hole	the 				
Speaking opportunity at dinner	the 				
Sponsorship signage on first and last holes		the 			
Recognition sign on one hole			the 	the 	the 



APPLE HARVEST ROAD RACE

October 4, 2026

Run for our community!

The oldest road race in Southington, the Apple Harvest Road Race attracts runners of all ages and abilities and has become a beloved tradition of the Apple Harvest Festival.

\$3,000
5K/5M Title Sponsor

Company Logo on Front and Back of Race Shirt, Logo on Race Event Page, Emails, Social Media, and Race Day Signage, Invitation to Speak at Race, Exhibition Table at Race, 6 Race Entries

\$1,750
2M Walk Title Sponsor

Company Logo on Back of Race Shirt, Logo on Race Event Page, Emails, Social Media, and Race Day Signage, Invitation to Speak at Race, Exhibition Table at Race, 2 Race Entries

\$1,750
Little Fritter Sponsor

Company Logo on Back of Race Shirt, Logo on Race Event Page, Emails, Social Media, and Race Day Signage, Invitation to Speak at Race, Exhibition Table at Race, 2 Race Entries

\$1,500
Start/Finish Line Sponsor

Company Logo on Back of Race Shirt, Logo on Race Event Page, Emails, Social Media, and Race Day Signage, Invitation to Speak at Race, Exhibition Table at Race, 2 Race Entries

\$1,200
Bib Sponsor

Logo on Race Bibs, Race Event Page, Emails, Social Media, and Race Day Signage, Exhibition Table at Race, 2 Race Entries, Banner Recognition at Start or Finish Line

\$750
Mile Marker Sponsor

Logo on Back of Race Shirt, Logo at Mile Marker, Race Event Page, Emails, Social Media, and Race Day Signage, Exhibition Table at Race, 2 Race Entries

\$500
Gold Sponsor

Company Logo on Back of Race Shirt, Logo on Race Event Page, Emails, Social Media, and Race Day Signage, Exhibition Table at Race, 2 Race Entries

\$300
Silver Sponsor

Name on Back of Race Shirt, Race Event Page, Emails, Social Media, and Race Day Signage, 1 Race Entry






















HARVEST TRAIL 5K RACE AND Y CUP AT IVES FARM

October 24, 2026

The Cheshire Community YMCA and the Cheshire Land Trust partner on this annual race around historic Ives Farm. The all ages race winds through the fields and trails on the property. Proceeds from the race support the Cheshire Community YMCA as well as the Land Trust's revitalization efforts on the Ives Farm property.



Sponsor Benefits

	Title (\$2500)	Awards (\$2000)	Y Cup (\$1500)	Premier (\$1000)	Gold (\$500)	Mile Sponsor (\$300)
Company provided banner at start or finish Line						
Company Rep. can assist with awards ceremony						
Name on promotional materials that go out to all Cheshire schools						
Acknowledgement at race start and awards ceremony						
Name/Logo on registration site and race day signage (Title Sponsor Is predominant*)	 Logo	 Logo	 Logo	 Name	 Name	 Name
Name/Logo on all Harvest Trail Race social media posts & promotional material (Title Sponsor Is predominant*)	 Logo	 Logo	 Logo	 Logo	 Name	
Exclusive individual social media post recognizing your business						
Logo on mile marker sign						



















FOREVER IN BLUE JEANS

November 13, 2026

Dance the Night Away! Our signature event for the Southington community is hosted by the Aqua Turf Club and typically features over 600 guests, celebrating our wonderful town and raising money to help those in need.

Sponsor Benefits

	TITLE (\$10,000)	PREMIER (\$5000)	GOLD (\$3000)	SILVER (\$1600)	BRONZE (\$1100)	AUCTION (\$500)
YMCA Member Event Communications						
Tickets to FIBJ	Ten Tickets	Ten Tickets	Ten Tickets	Ten Tickets	Ten Tickets	Two Tickets
YMCA Event Page (including logo & link to your site)						
Event Flyers						
News Media Announcements/Publicity						
Full-page Color Ad in Event Program						
YMCA Social Media Posts (all FIBJ posts)						
Opportunity to Provide Collateral at Event						
Southington's Town Green Sign						
Lawn Signs Promoting Event Throughout Town						
YMCA Event Homepage on Website (including link to your site)						
Opportunity to Speak at Event						
Half-Page Color Ad in Event Program						
YMCA Social Media Posts (sponsor Thank You posts)						
YMCA Event Page (business listing & link)						
Quarter-page Color Ad in Event Program						



2026 SPONSORSHIP FORM

Company Name: _____
Contact Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Email: _____



CHECK SPONSOR LEVEL(S) OF YOUR CHOICE:

• Annual Support Campaign

Southington Branch

- ☐ Gold Sponsor = \$5,000
- ☐ Silver Sponsor = \$2500
- ☐ Bronze Sponsor = \$1500

Cheshire Branch

- ☐ Gold Sponsor = \$5,000
- ☐ Silver Sponsor = \$2500
- ☐ Bronze Sponsor = \$1500

• Sloper Plunge - February 28, 2026 - Southington and Cheshire Event

- ☐ Title Sponsor = \$3000
- ☐ Premier Sponsor = \$1500

- ☐ Gold Sponsor = \$1000
- ☐ Silver Sponsor = \$500

• Camp Que BBQ and Brew - June 14, 2026 - Cheshire Event

- ☐ Title Sponsor = \$2500
- ☐ Raffle Sponsor = \$1500

- ☐ Gold Sponsor = \$1000
- ☐ Silver Sponsor = \$500

• YMCA Charity Golf Tournament - August 3, 2026 - Southington and Cheshire Event

- ☐ Title Sponsor = \$10,000
- ☐ Premier Sponsor = \$5000
- ☐ Gold Sponsor = \$2100

- ☐ Lunch Sponsor = \$1000
- ☐ Dinner Sponsor = \$1000
- ☐ Hole Sponsor = \$500

• Apple Harvest Road Race - October 4, 2026 - Southington Event

- ☐ 5 Mile/5K Title Sponsor = \$3000
- ☐ 2 Mile Health Walk Title Sponsor = \$1750
- ☐ Little Fritter Fun Run Title Sponsor = \$1750
- ☐ Start/Finish Line Sponsor = \$1500

- ☐ Bib Sponsor = \$1200
- ☐ Mile Marker Sponsor = \$750
- ☐ Gold Sponsor = \$500
- ☐ Silver Sponsor = \$300

• 5K Harvest Trail Race and Y Cup at Ives Farm - October 24, 2026- Cheshire Event

- ☐ Title Sponsor = \$2500
- ☐ Awards Sponsor = \$2000
- ☐ Y Cup Sponsor = \$1500

- ☐ Premier Sponsor = \$1000
- ☐ Gold Sponsor = \$500
- ☐ Mile Sponsor = \$300

• Forever In Blue Jeans Event - November 13, 2026 - Southington Event

- ☐ Title Sponsor = \$10,000
- ☐ Premier Sponsor = \$5000
- ☐ Gold Sponsor = \$3000

- ☐ Silver Sponsor = \$1600
- ☐ Bronze Sponsor = \$1100
- ☐ Auction Sponsor = \$500

TOTAL: \$ _____

☐ Check Enclosed (Make checks payable to the Southington-Cheshire Community YMCA)

☐ Credit Card CC#: _____ Exp Date: ____/____ CVV: ____

Signature: _____ ☐ Invoice me at the address above



QUESTIONS? PLEASE CONTACT:

Jennifer McHale: jmchale@sccymca.org 860.426.9509 (Southington)

Nina Vianese: nvianese@sccymca.org 203.272.3150 x518 (Cheshire)

The Southington-Cheshire Community YMCAs are a non-profit 501(c)(3) organization



A HEARTFELT THANK YOU FOR YOUR SUPPORT

Your generosity will have a direct
and lasting impact on the lives of our
Southington and Cheshire residents.