



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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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

**GOLD
\$5,000**



**SILVER
\$2,500**



**BRONZE
\$1,500**



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

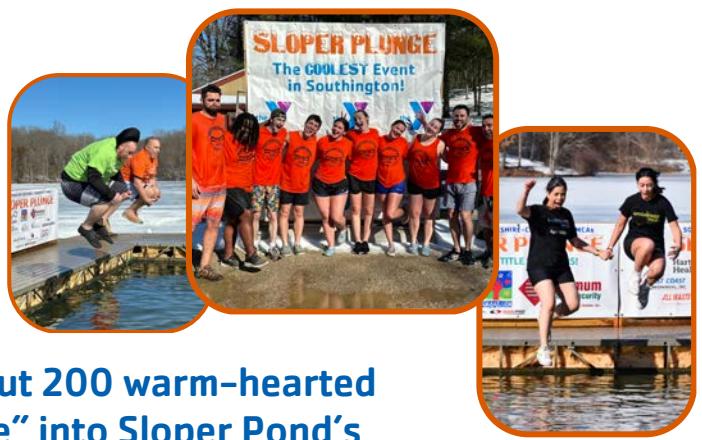
Your name and/or logo on our membership newsletters



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 YMCA Logo			
On-site speaking opportunity at the Plunge	the YMCA Logo			
Logo/Name & website link included on event landing page	the YMCA Logo	the YMCA Logo	the YMCA Logo	the YMCA Name
Logo/Name on event banner	the YMCA Logo	the YMCA Logo	the YMCA Logo	the YMCA Name
On-Site promotional opportunities	the YMCA Logo	the YMCA Logo		
Logo/Name on Sloper Plunge media posts (Facebook, Instagram, etc.)	the YMCA Logo	the YMCA Logo	the YMCA Logo	the YMCA Name
Logo/Name on the online fundraising pages	the YMCA Logo	the YMCA Logo	the YMCA Logo	the YMCA Name
Logo/Name included in email campaign – over 30,000 contacts	the YMCA Logo	the YMCA Logo	the YMCA Logo	the YMCA Name
Logo/Name on all team pages	the YMCA Logo	the YMCA Logo	the YMCA Logo	the YMCA Name



YMCA CAMP QUE BBQ & BREW



June 14, 2026

This annual barbecue 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	the YMCA Logo			
Name & logo listed prominently on registration website	the YMCA Logo			
Logo/Name listed on registration site, and all promotional materials (print/electronic/social)	the YMCA Logo	the YMCA Logo	the YMCA Logo	the YMCA Name
Special thank you during announcements on event day	the YMCA	the YMCA	the YMCA	the YMCA
Exclusive social media shout-out recognizing your company	the YMCA	the YMCA		
Complimentary tickets to the event	the YMCA 8 tickets	the YMCA 6 tickets	the YMCA 4 tickets	the YMCA 2 tickets
Acknowledgement as a donor for a \$500 gift card in raffle		the YMCA		

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 YMCA	the YMCA	the YMCA	the YMCA	the YMCA
Recognition of company name on main event banner	the YMCA	the YMCA	the YMCA	the YMCA	
Four registered golfers	the YMCA	the YMCA	the YMCA		
Advertising space on golf carts	the YMCA	the YMCA			
Company logo on marketing materials (digital and print)	the YMCA	the YMCA			
Company banner at registration and awards ceremony	the YMCA				
Sponsorship signage on every hole	the YMCA				
Speaking opportunity at dinner	the YMCA				
Sponsorship signage on first and last holes		the YMCA			
Recognition sign on one hole			the YMCA	the YMCA	the YMCA



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	the					
Company Rep. can assist with awards ceremony		the				
Name on promotional materials that go out to all Cheshire schools	the		the			
Acknowledgement at race start and awards ceremony	the	the	the	the		
Name/Logo on registration site and race day signage (Title Sponsor Is predominant*)	the Logo	the Logo	the Logo	the Name	the Name	the Name
Name/Logo on all Harvest Trail Race social media posts & promotional material (Title Sponsor Is predominant*)	the Logo	the Logo	the Logo	the Logo	the Name	
Exclusive individual social media post recognizing your business	the	the				
Logo on mile marker sign						the



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	the 	the 	the 	the 	the 	the 
Tickets to FIBJ	Ten Tickets	Ten Tickets	Ten Tickets	Ten Tickets	Ten Tickets	Two Tickets
YMCA Event Page (including logo & link to your site)	the 	the 	the 			
Event Flyers	the 	the 				
News Media Announcements/Publicity	the 	the 				
Full-page Color Ad in Event Program	the 	the 				
YMCA Social Media Posts (all FIBJ posts)	the 	the 				
Opportunity to Provide Collateral at Event	the 	the 				
Southington's Town Green Sign	the 					
Lawn Signs Promoting Event Throughout Town	the 					
YMCA Event Homepage on Website (including link to your site)	the 					
Opportunity to Speak at Event	the 					
Half-Page Color Ad in Event Program			the 			
YMCA Social Media Posts (sponsor Thank You posts)			the 	the 		the 
YMCA Event Page (business listing & link)				the 	the 	
Quarter-page Color Ad in Event Program					the 	



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)



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.