



YWCA Dash & Bash Sponsorship Packet



Event Info

The YWCA Dash & Bash is a celebration of YWCA's powerful mission to empower women and eliminate racism. This fundraising event includes a 10K, 5K and Kids' Dash for participants to take on as a competition or a fun run or walk. It brings together our community by encouraging teams of 6+ co-workers, family members, friends, corporations and civic groups to make a statement and fuel the important work of YWCA Boulder County.

Kicking off at 8:00am, September 29, 2019 at the beautiful Boulder Reservoir, and finishing with a rally and festival, over 600 runners and walkers are expected to participate. There will be an additional few hundred volunteers and spectators. Other event features will include a community showcase, interactive learning and awareness building, and food, music and activities demonstrating the rich diversity that exists in Boulder County and the Denver metro area.

The YWCA Dash & Bash is more than a fun run. It is a unique gathering place for the community to rally together around society's most pressing issues: empowering women and eliminating racism. It provides an opportunity for individuals to take action on issues that matter to them and create real change by supporting YWCA's programs. It is also a place for businesses to put their values into action, demonstrate their commitment to the community, and gain greater visibility.



Local Impact

For over **95 years**, YWCA Boulder County has provided a safety net to individuals and families during their time of need. Our programs at a glance:

- Over **6,000** community members served each year
- Children's Alley: The only drop-in, emergency child care center on the Front Range, providing a safe, nurturing place for children during times of crisis
 - **99%** of families report that Children's Alley helps them maintain stable employment
- Latina Achievement Support: Unique mentorship program serving several area high schools to bridge the achievement gap and support teen girls in reaching their academic goals
 - On average, 95% of Seniors in the program go on to post-secondary education
- Reading to End Racism: An intergenerational literacy and racial equity program, serving over **3,600** children across 11 schools in Boulder County

National Impact

YWCA is a strong, nationwide movement serving **2.2 million people** annually:

- **87%** women and children, **62%** at or below the federal poverty line
- **50%** people of color
- We provide critical services in the areas of civil rights, economic empowerment, domestic violence/sexual assault prevention, health and wellness, and more
- We promote public policies on Capitol Hill, at the White House and with federal agencies to creating lasting change



2019 Dash & Bash Sponsorships

Presenting

\$10,000

- Exclusive Recognition as Presenting Sponsor
- Opportunity for Company Leadership to Speak on Stage
- On-Stage Announcements and Recognition
- Radio Mentions
- Backlinked Logo Included on Website for 1 Year
- Content Inclusion
- Feature in Daily Camera Ads Reaching 80,000+ readers
- Festival Activity Naming Rights (See Next Page)
- Logo Included on T-shirts
- Inclusion in All Mass Emails
- Complimentary Race Entries
- Social Media Mentions
- Promotion Inclusion in Goodie Bags
- 10x10 Space for Onsite Presence
- Course Signage

Gold

\$5,000

- Backlinked Logo Included on Website for 1 Year
- Content Inclusion
- Feature in Daily Camera Ads Reaching 80,000+ readers
- Festival Activity Naming Rights (See Next Page)
- Logo Included on T-shirts
- Inclusion in All Mass Emails
- Complimentary Race Entries
- Social Media Mentions
- Promotion Inclusion in Goodie Bags
- 10x10 Space for Onsite Presence
- Course Signage

Silver

\$2,500

- Logo Included on T-shirts
- Inclusion in All Mass Emails
- Complimentary Race Entries
- Social Media Mentions
- Promotion Inclusion in Goodie Bags
- 10x10 Space for Onsite Presence
- Course Signage

Bronze

\$1,000

- Complimentary Race Entries
- Social Media Mentions
- Promotion Inclusion in Goodie Bags
- 10x10 Space for Onsite Presence
- Course Signage

Small Business

\$500

- Promotion Inclusion in Goodie Bags
- 10x10 Space for Onsite Presence
- Course Signage

Community

\$250

- Table in Community Tent
- Course Signage

** Corporate & community teams that raise \$1000 or more are eligible for a team tent.

Additional Naming Rights Options

These are additional areas that are available for discussion with our top supporters.

- 10K Event
- 5K Event
- Kids' Dash
- Kids' Zone
- Branding at Hydration Stations
- Logo inclusion on invitation
- Logo inclusion on Team Training Manual
- Logo inclusion on Fundraising Manual
- Entertainment ("Multicultural Showcase")
- Volunteer team/t-shirts

Strengths of Forming a YWCA Team

This is a team-driven event: it's fun and fuels our momentum. We invite you to create a corporate team: A partnership with the YWCA provides your corporation a unique opportunity for team building, employee health and wellness, and the support and engagement of a charitable cause to empower women and eliminate racism.

Benefits:

- ✓ Promote team building and camaraderie among your employees
- ✓ Promote and support diversity and inclusion goals at your company
- ✓ Enhance corporate pride and employee retention
- ✓ Give your company visibility as a strong supporter of our community
- ✓ Be recognized by the YWCA as one of our significant partners
- ✓ Promote the corporation and encourage volunteerism
- ✓ Robust online tools for team captains to organize, communicate and encourage members and volunteers on the team to achieve goals.
- ✓ Strong support from the YWCA staff and volunteers to achieve team goals and create an excellent and engaging opportunity for employees
- ✓ Prizes will be awarded to the largest teams, to the top fundraising teams, those with the most spirit, those with the best costumes, and more.
- ✓ Awards for impact include exclusive team tent, custom gear, special team photo area, VIP breakfast on day-of, VIP port-o-let, social media mentions, luncheon with YWCA leadership, recognition on the day-of and post-event, and more
- ✓ Company specific packet pick-up and mission impact presentation to employees
- ✓ Opportunities for employees to engage their family members, community partners and customers on the team.