



GET INVOLVED

2025-26 CORPORATE PARTNERSHIP OPPORTUNITIES



PARTNERING FOR A STRONGER COMMUNITY

**REACH YOUR AUDIENCE
FIND CREATIVE MARKETING OUTLETS
SUPPORT YOUR COMMUNITY**

YMCA OF GREENWICH

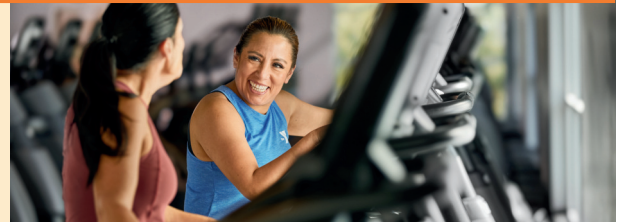
GREENWICHYMCA.ORG
50 EAST PUTNAM AVENUE, GREENWICH, CT 06830

OUR REACH



8,500+ MEMBERS & PROGRAM PARTICIPANTS

come to our Y to improve their health, learn a new skill, and connect with others



800 MEMBERS OF THE GREENWICH COMMUNITY

walk through our door and use our facilities on a daily basis



1,600+ LOCAL GREENWICH YOUTH

use our facilities, make friends, have fun at our camps and events, and learn sportsmanship and creativity in our programs



500+ AQUATIC FAMILIES

regularly come to our facilities to drop their children off at competitive aquatic practice and watch their games or meets



3,000+ CHILDREN AND ADULTS

learn life-saving water safety skills through swim lessons at the Y annually



13,000+

EMAIL
SUBSCRIBERS



3,000+

INSTAGRAM &
FACEBOOK FOLLOWERS



69%

AVERAGE
OPEN RATE



8,500+

MONTHLY
WEBSITE VISITORS

OUR IMPACT IN 2024

8,500+ COMMUNITY MEMBERS SERVED AT THE Y

3,422 TOTAL MEMBERSHIP UNITS

9% OVERALL INCREASE FROM 2023

5,000+

PROGRAM PARTICIPANTS IN PROGRAMS LIKE CAMP, COMPETITIVE AQUATICS, YOUTH AND ADULT PROGRAMS & SWIM LESSONS

FOR COMMUNITY

\$463,600+

IN FINANCIAL ASSISTANCE AND GRANT SUPPORT HELPED SERVE OUR COMMUNITY IN THESE KEY AREAS:



FOR SOCIAL RESPONSIBILITY



100

CHILDREN RECEIVED NEW SCHOOL CLOTHING THROUGH OUR RUNNING START PROGRAM, GIVING CHILDREN CONFIDENCE AT THE START OF A NEW SCHOOL YEAR



600+

4TH GRADE STUDENTS IN GREENWICH PUBLIC SCHOOLS BEING TAUGHT CRITICAL WATER SAFETY SKILLS THROUGH OUR SAFETY AROUND WATER PROGRAM



576

SCHOLARSHIPS GIVEN THROUGH MEMBERSHIP FOR ALL FINANCIAL AID PROGRAM, ENSURING EVERYONE IN OUR COMMUNITY HAS A PLACE AT THE Y

FOR YOUTH DEVELOPMENT



1,800+

LOCAL YOUTH SERVED THROUGH OUR FACILITIES & PROGRAMS



543

YOUTH LEARNING LEADERSHIP SKILLS AND RESILIENCY THROUGH OUR COMPETITIVE AQUATIC PROGRAMS



40%

OF FAMILIES RECEIVE CRITICAL CHILD CARE THROUGH SUMMER CAMP SCHOLARSHIPS



52%

OF STUDENTS IN OUR AFTER SCHOOL ENRICHMENT PROGRAM RECEIVE FINANCIAL AID ASSISTANCE

FOR HEALTHY LIVING



50+

ACTIVE PARTICIPANTS IN OUR PARKINSONS BODY AND MIND WELLNESS CLASSES, OFFERED AT ZERO COST



1,050

OLDER ADULTS ENJOY FREE YMCA MEMBERSHIP THROUGH RENEW ACTIVE

WHY SPONSOR?

Corporate sponsors contribute significantly to advancing the Y's mission as integral community partners. By becoming a sponsor, you align your brand with a highly esteemed, nationally recognized charity. This affiliation provides you with the chance to influence our Y's initiatives within the community, all while gaining valuable marketing benefits and recognition.



ELEVATE YOUR BRAND

Highlight your brand as a company deeply committed to social responsibility and supporting community organizations. Your company's support of the YMCA's mission demonstrates a genuine dedication to making a difference beyond profit margins.

IMPROVE WORKPLACE MORALE

Sponsoring the YMCA fosters team building, volunteerism, and community involvement—boosting employee pride and engagement in your company's values.

ENJOY TAX BENEFITS

Corporate sponsorship can provide valuable tax advantages, including eligibility for programs like the Neighborhood Assistance Act Tax Credit, which rewards contributions to community initiatives.

EXPAND YOUR REACH

Expand your reach to a large and vibrant audience within the Greenwich community. With the YMCA's extensive network of members, program participants, and community engagement initiatives, your brand will gain exposure to a diverse demographic, enhancing brand visibility and recognition.

MAKE AN IMPACT

As a corporate sponsor of the YMCA, your corporation plays a vital role in helping the Y make an impact on the Greenwich community through access to affordable programs and services. Your sponsorship contributes directly to supporting initiatives aimed at promoting healthy living, youth development, and social responsibility.



SPONSORSHIP OPPORTUNITIES

G A L L A B E N E F I T S
Y E A R - R O U N D B E N E F I T S

BENEFITS	CHAMPION SPONSOR	PREMIER SPONSOR	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Cost	\$50,000	\$30,000	\$20,000	\$15,000	\$7,500	\$5,000	\$2,500
Gala Tickets	12	12	10	8	4		
Logo on Save the Date, Invitations and Website	✓	✓	✓	✓	✓		
Table Placement	Premium	Premium	Preferred				
Executive To Address Guests During Program	✓						
Verbal Recognition During Program	✓	✓	✓	✓	✓		
Sponsorship Signage	✓	✓	✓	✓	✓		
Journal Ad Placement	Full Page – Back Cover	Full Page – Inside Front Cover	Full Page	Half Page	Quarter Page	Quarter Page	Half Page
Inclusion in Post-Event Press Release	Exclusive Sponsor Quote	Exclusive Sponsor Quote	Company Name Listed	Company Name Listed	Company Name Listed	Company Name Listed	
Dedicated sponsorship appreciation social media posts	Exclusive Post	Exclusive Post	Sponsor Post	Sponsor Post	Sponsor Post	Sponsor Post	
Advertisement on Signage in YMCA Facility	8' x 10' Banner	8' x 10' Banner	7' x 5' Banner	7' x 5' Banner	7' x 5' Banner	7' x 5' Banner	
Listing On Website	✓	✓	✓	✓	✓	✓	✓
Listing on Annual Donor Wall	✓	✓	✓	✓	✓	✓	✓
Listing in Annual Report	✓	✓	✓	✓	✓	✓	✓
Logo on Corporate Partners Slide on Facility Monitors	✓	✓	✓	✓	✓	✓	✓
Company Volunteer Opportunity	✓	✓	✓	✓	✓	✓	
Company Team Building Activity Facilitated by the YMCA**	✓	✓	✓	✓	✓	✓	

**Team Building activities include: Yoga or other fitness class; lecture; etc.

GALA SPONSORSHIP

The YMCA of Greenwich Gala is our signature event and largest annual fundraiser, raising critical funds to provide affordable programs that foster personal growth and meet the diverse needs of our community. Each year, this remarkable evening brings together our community's leaders, families, and changemakers in support of the Y's mission.



This past year, we were honored to recognize Governor Ned Lamont, with both the Governor and Senator Richard Blumenthal in attendance—a reflection of the Gala's growing influence and impact. Now one of Greenwich's most anticipated evenings, the Gala draws many of the community's most philanthropic families.

Every year, the gala brings excitement to the elegant Greenwich Country Club, where sponsors and guests enjoy a glamorous night of games like Blackjack, Roulette, and Texas Hold 'Em—all while making a meaningful difference. Proceeds directly support YMCA programs and services that strengthen our community.

Select sponsorship tiers include tickets, offering sponsors not only an unforgettable evening but also the chance to connect with a distinguished network of supporters dedicated to building a healthier, stronger Greenwich.

2025 GALA NUMBERS



300+
DONORS & ATTENDEES



\$485,000+
RAISED IN DONATIONS



EVENT SPONSORSHIP

YEAR-ROUND BENEFITS

BENEFITS	IMPACT	LEADERSHIP	UNITY	ADVOCATE	NEIGHBOR
Cost	\$10,000	\$5,000	\$2,500	\$1,000	\$500
# of Events Included*	4 (Lectures or events)	3 (Lectures or events)	2 or 3 (3 events or 1 event and 1 lecture)	2 (No lectures included)	1 (No lectures included)
Table at Event	Primary Placement	Secondary Placement			
Logo on Event Marketing Materials and Event Page on Website	✓	✓	✓	✓	✓
Signage at Event	✓				
Inclusion in handouts to all participants	✓	✓	✓	✓	✓
Inclusion in Post-Event Press Release	✓				
Logo on Event T-Shirts (Healthy Kids Day)	Large logo, front placement on t-shirts	Large logo, side sleeve placement on t-shirts	Medium logo, above other grouped sponsors	Small logo, grouped with other sponsors	Small logo, grouped with other sponsors
Advertisement on Signage in YMCA Facility	7' x 5' Banner	7' x 5' Banner			
Dedicated sponsorship appreciation social media posts	Sponsor Post	Sponsor Post			
Listing On Website	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Listing on Annual Donor Wall	✓	✓	✓	✓	✓
Listing in Annual Report	✓	✓	✓	✓	✓
Logo on Corporate Partners Slide on Facility Monitors	✓	✓			
Opportunity for Company Volunteer Opportunity	✓	✓	✓	✓	✓
Opportunity Company Team Building Activity Facilitated by the YMCA**	✓	✓			

*Programs and events available to sponsor include: Healthy Kids Day, Running Start, Halloween Party, Turkey Bingo, Youth Open House, Member Appreciation BBQ, One Mile Swim, Triathlon, Spin-a-thon.

**Team Building activities include: Yoga or other fitness class; lecture; etc.

EVENT SPONSORSHIP

Throughout the year, the YMCA of Greenwich hosts various events and programs that welcome hundreds of members of the Greenwich community. By sponsoring one of these programs or events, you showcase your commitment to making a positive difference in the community while also gaining visibility among a diverse audience.

HEALTHY KIDS DAY

A family-focused celebration of health and wellness, attracting hundreds of families and children. Kids rotate through interactive stations to learn, play games, and receive giveaways, all while exploring ways to live healthier, more active lives.

RUNNING START

A back-to-school program pairing children with volunteers for a shopping trip at Kohl's. In 2025, 125 kids participated, and the event draws volunteers and donors from across the community, not just YMCA members, offering broad visibility for sponsors.

HALLOWEEN PARTY

A seasonal, family-friendly event that welcomes hundreds of children and their families. Kids come dressed in costumes to enjoy games, activities, and festive fun, creating a memorable community celebration.

TURKEY BINGO

A beloved holiday tradition for members of all ages. Participants play bingo to win Thanksgiving dinners and other prizes, providing both a fun activity and relief for families during the holiday season.

YOUTH OPEN HOUSE

A welcoming event for hundreds of families to explore YMCA programs. Kids move through interactive stations, play games, and receive giveaways, making it a high-energy opportunity for families to connect with the Y.

MEMBER APPRECIATION BBQ

One of the YMCA's largest annual gatherings, held before the annual meeting. Hundreds of members gather on our patio and lounge for a BBQ, socializing and celebrating their Y community.

ONE MILE SWIM

An open-water swim at Tod's Point, hosted for 25+ years by the Greenwich Swim Committee. The event draws hundreds of swimmers and supporters from across the region, combining competition with community engagement.

TRIATHLON

A mini-triathlon hosted at the YMCA facility in partnership with the Rye Tri Club. Athletes from across the region participate in a multi-sport challenge, showcasing health, endurance, and community involvement.

SPIN-A-THON

A high-energy indoor cycling event that raises funds for YMCA programs. Spin-a-thon draws wellness enthusiasts, donors, and participants of all levels for a fun experience that supports a great cause.



CORPORATE MEMBERSHIPS

According to the Journal of Preventive Medicine, employers who invest in workplace wellness see measurable savings in medical costs, absenteeism, workers' compensation claims, short-term disability, and turnover—along with gains in efficiency. A corporate membership with the YMCA of Greenwich is a smart, cost-effective way to bring these proven benefits to your workforce.

REDUCED HEALTHCARE COSTS

Chronic diseases account for the majority of U.S. healthcare expenses. By encouraging physical activity and providing access to the Y's wellness and prevention programs, companies can help employees stay healthier—ultimately lowering healthcare costs.

INCREASE PRODUCTIVITY & MORALE

Employees who exercise regularly have more energy, sharper focus, and reduced stress—leading to higher productivity and a more positive workplace culture.



STRONGER RECRUITMENT & RETENTION

Wellness benefits are a highly valued perk. Offering Y memberships gives your company a competitive edge in recruiting top talent and helps reduce employee turnover.

DECREASED ABSENTEEISM

Healthier employees take fewer sick days. Providing access to programs that combat chronic conditions helps keep your workforce present, engaged, and thriving.

ENHANCED COMPANY IMAGE

Investing in employee well-being demonstrates social responsibility and positions your organization as an employer that truly cares about its people.

CORPORATE MEMBERSHIPS

Your employees are your greatest asset, and their well-being is key to your company's success. A Corporate Membership with the YMCA of Greenwich provides a meaningful benefit that supports both physical and mental health, fosters work-life balance, and builds a culture of care. With flexible partnership options, you can give your team access to the Y's state-of-the-art facilities, wellness programs, and community resources—empowering them to thrive inside and outside of the workplace.

OPTION A: BASE DISCOUNT

Give your employees the gift of wellness at no cost to your company. The YMCA provides a 15% discount on any membership type, ensuring every employee has affordable access to the Y.

OPTION B: MATCHING INCENTIVE

Partner with the YMCA to maximize the benefit. When employers match the Y's 15% discount, employees enjoy a total of 30% off any membership type—a powerful incentive that shows your commitment to their health and well-being.

OPTION C: ENHANCED PARTNERSHIP

Take employee wellness to the next level. Employers who contribute 50% or more of membership costs will receive a 20% YMCA contribution, covering up to 100% of membership fees for employees. This package also includes the option to host specialized fitness classes exclusively for your team, either at your workplace or at the Y.



EMPLOYER COMMITMENT

Participating employers will share YMCA membership materials (provided by the Y) with every new hire and distribute them to all employees on a monthly basis.

GET STARTED!

To explore corporate membership options and get started, please contact our Membership Director, Manuel Salcedo, at MSalcedo@gwymca.org.

VOLUNTEERISM & TEAM-BUILDING

When employees come together outside the office to give back or engage in wellness activities, they strengthen not only the community—but also their workplace. The YMCA of Greenwich offers companies opportunities to volunteer in meaningful ways and to participate in customized team-building activities like group yoga sessions, fitness challenges, or wellness workshops.

These experiences foster collaboration, boost morale, reduce stress, and help employees build stronger connections with one another. For employers, the result is a healthier, more engaged, and more productive workforce that takes pride in being part of a company that values both well-being and community impact.



VOLUNTEER OPPORTUNITIES

Corporate volunteering at the YMCA of Greenwich is a unique way to engage your team while making a meaningful difference in the community. Volunteering provides face-to-face interaction with our members, program participants, donors, and other volunteers—allowing your employees to build connections and see the direct impact of their efforts.

There are a variety of ways your team can get involved:

- **Running Start:** Pair with a student for a back-to-school shopping trip at Kohl's each August, helping set them up for success.
- **Events:** Support major YMCA events such as the Gala, Healthy Kids Day, Halloween Party, and more—assisting with set-up, check-in, or food stations.
- **Customized Experiences:** Create a unique volunteer experience tailored to your team, such as leading a special class for after-school kids, helping clean or repair parts of the YMCA, or packing gifts for our Giving Tree in December.

TEAM-BUILDING OPPORTUNITIES

The YMCA of Greenwich offers team-building experiences that promote wellness, collaboration, and camaraderie. Stepping away from the office to focus on health and connection helps strengthen workplace relationships while having fun.

Examples include:

- **Group Fitness Classes:** Yoga, Pilates, spin, or other guided sessions tailored to your team.
- **Wellness Challenges:** Friendly competitions that encourage healthy habits and teamwork.
- **Custom Experiences:** Special classes or workshops led by YMCA staff or your own employees.





LET'S MAKE AN IMPACT, TOGETHER.

Ready to become an esteemed sponsor of the YMCA of Greenwich?
Contact Deborah August, Director of Development, at
giving@gwymca.org or 203-869-1630 ext. 208.

YMCA OF GREENWICH

50 EAST PUTNAM AVENUE
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