



**Fondation des
YMCA du Québec**

2022 YMCA Challenge – Partnership Plan				
Sponsors			Peer-to-Peer Fundraising	
Main Sponsor	Zone Sponsor	Active Company	The Challengers	
\$25,000	\$10,000	\$5,000	Minimum of \$1,000 raised	
Passes for closing day event and participation in organizing committee				
Number of passes offered to assist in the closing day event ¹	Unlimited	Unlimited	Unlimited	
Possibility to have a representative on the organizing committee for the closing day event	√	√		
Partner visibility²				
Name of event "Presented by..." (integrated into event logo, ad banners, YMCA Challenge web activations, and participant platform) ²	Exclusive			
Logo on the event's digital ticket	Exclusive			
Interview possibility with media covering the event	Exclusive			
Ad space and message in the email sent to participants and donors	Exclusive			
Mention during our ad placements	Exclusive			
Mention during promo video of 2022 edition	Exclusive			
Speech at closing day event	Exclusive			
Mention on the welcome arch of the site	Exclusive			
Logo on the ribbons handed out to participants who completed their three challenges	Exclusive			
Logo associated with one of the four activity zones at the event		Exclusive to your Zone		
Space reserved for your business in the assigned zone and possibility to distribute your promotional material or host an activity kiosk included in the YMCA Challenge Passport (with the possibility to bring a tent and tablecloth branded with your company name) ²⁻⁵⁻⁷	Site entrance or main square	In assigned Zone		
Logo on the site's plan ²	Header	In assigned Zone		
Logo on the mural highlighting the participants' achievements ²	Header	In assigned Zone		
Presence on the homepage of the event's website	At the top (header)	At the bottom		
Publication of a partner profile on the Y's and the Challenge's digital platforms	√	√		Depending on level
Mention of partners in press releases and media notices for the closing day event	√	√		Depending on level
Mention on the Challenge's peer-to-peer fundraising platform	√	√	√	
Mention of partner in the YMCA Challenge Passport, which is distributed to all participants at the event ²⁻³	Logo	Logo	Mention	
Mention in "Thank you to partners" poster on the event site ²⁻³	√	√	√	
In-person presentation of cheque at event with official photo	√	√	√	Depending on level
Mention of partners in the YMCAs of Québec's and its Foundation's annual report	√	√	√	Depending on level
Mention of partners in the thank you email after the event	√	√	√	Depending on level
Logo on TV screens in YMCAs of Québec centres ³⁻⁴	√	√	√	Depending on level
Mention of partner on the Y's and the Challenge's digital platforms ⁶	√	√	√	Depending on level
Logo on the YMCA Challenge website and in the Partner Zone ³	√	√	√	√
Mention of partner during thank you at the closing day event	√	√	√	√

1) In compliance with the health measures in effect.

2) To ensure full visibility at the event's site, please return the sponsorship confirmation form and graphic elements by **May 9, 2022**.

3) The logo's positioning and size will vary according to the partnership category.

4) Broadcasting on the TV screens will be done in the Y centres that are open at the time of broadcast.

5) If visibility elements must be provided by the company.

6) The announcement of partners will be done in order of partnership confirmation and category priority.

7) The exhibitor's space will be located on the Challenge's course. Your space's activation should bring added value to the participant's experience.

The set-up and deployment of your space must integrate harmoniously with the day's proceedings and will be subject to approval by the Foundation.