



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

COMMUNITY CONNECTIONS THROUGH THE YMCA
Collaborative Marketing For Corporations

MARKETING OPPORTUNITIES MENU

BUILDING NAMING RIGHTS

Naming rights can range from naming an entire YMCA Branch, to an exercise room or the Amazing Kids center.



BANNERS AND SIGNAGE

Display of banners with your branding information at pools, gyms, fitness centers, etc. Or placement of signage in hallways, parking lots, etc.



PROGRAM SPONSORSHIP



Naming rights for a wide range of programs such as swim teams, youths sports and senior programs.

BRANDED PROMOTIONAL ITEMS



Co-branded apparel and promotional items for members, program participants and events.

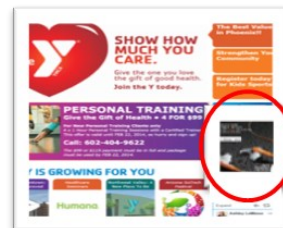
EVENT SPONSORSHIP

Title, Presenting & Component Sponsorship for a myriad of YMCA-wide and branch specific events.



YMCA MEDIA MARKETING

Presence on our digital media (website & digital newsletters) or printed media (program guide).

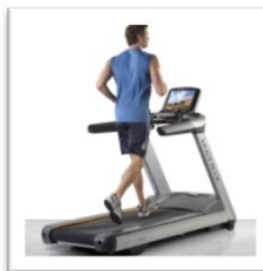


DEMONSTRATIONS, SAMPLING & DISTRIBUTION



Fitness and nutrition related demonstrations, product sampling and distribution opportunities within our branches.

AUDIO & VIDEO PRESENCE IN OUR BRANCHES



Sponsorship plus pre-roll and post-roll video advertising opportunities on hallway and equipment video screens.

CO-BRANDING OF SEMINAR & INTELLECTUAL CAPITAL

White papers, learning seminars and webinars, publications and pamphlets, addressing current healthy living and youth development discussion topics.



CAUSE MARKETING INITIATIVES

Partnerships with the YMCA within the same mission scope, such as: water safety, healthy eating, finishing education & workforce readiness.





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POWERFUL BRANDING & PROMOTIONAL PARTNERSHIPS

YOUR GOALS:

- Build brand
- Increase traffic
- Increase sales
- Reach new customers
- Reinforce messaging
- Build positive public relations
- Community outreach

OUR SOLUTIONS:

- YMCA is a strong & respected brand
- The YMCA is the oldest and one of the largest non-for-profit community service organizations in Arizona
- Broad audience for your messaging: the YMCA has relationships with over 100,000 families
- Multiple locations allow for broad spectrum or target segmentation

OUR VALUES

- Caring
- Honesty
- Respect
- Responsibility



OUR PROGRAMS:

YOUTH DEVELOPMENT

- Child care
- Educations, Team Leadership, Art & Humanities
- Swim, Sports & Play

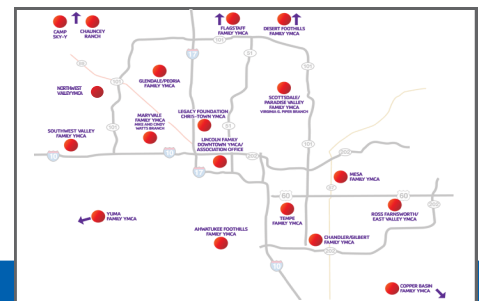
SOCIAL RESPONSIBILITY

- Social Services and Community Initiatives
- Military Membership
- Volunteerism
- Diabetes Prevention Program



HEALTHY LIVING

- Family Time
- Health, Well-being & Fitness
- Sports, Recreation & Adult Swim
- Group Interests, Corporate Wellness



16 CONVENIENT LOCATIONS:

Ahwatukee Foothills
1030 East Liberty Ln,
Phoenix, 85048

Chandler/Gilbert
1655 W. Frye Rd,
Chandler, 85224

Chris-Town
5517 N. 17th Ave,
Phoenix, 85015

Copper Basin
28300 N. Main Str,
San Tan Valley, 85143

Desert Foothills
34250 N. 60th Str,
Scottsdale, 85266

East Valley
1807 S. Sunview,
Mesa, 85206

Flagstaff
1001 N. Turquoise Dr,
Flagstaff, 86001

Glendale/Peoria
14711 N. 59th Ave,
Glendale, 85306

Lincoln Downtown
350 N. 1st Ave,
Phoenix, 85003

Maryvale
3825 N. 67th Ave,
Phoenix, 85033

Mesa
207 N. Mesa Dr,
Mesa, 85201

Northwest Valley
12450 W. Cinnabar Ave,
El Mirage, 85335

Scottsdale/PV
6869 E. Shea Blvd,
Scottsdale, 85254

Southwest Valley
2919 N. Litchfield Rd,
Goodyear, 85395

Tempe
7070 S. Rural Rd,
Tempe, 85283

Yuma
1917 W. 32nd Str,
Yuma, 85364

For Information:
602-404-9622
valleyYMCA.org

2 CAMPS:

Sky Y
5725 S. Senator Hwy,
Prescott, 86303

Chauncey Ranch
18970 E. Old Sycamore Rd,
Mayer, 86333