



# FIND YOUR REASON TO PARTNER. FIND YOUR Y.

Programs for middle and high school students to become civically and socially engaged in their communities, Kentucky and the Country. Find your reason to partner.

Connect with Abbey Costello at [abbey@kymca.org](mailto:abbey@kymca.org) to learn more

» FIND YOUR Y AT KENTUCKY YMCA YOUTH ASSOCIATION DONATE TODAY

(502) 227-7028  
KYYMCA.ORG

For a better us.®



## Who We Are

Founded in 1890, the Kentucky YMCA Youth Association is the largest YMCA youth and government program in the United States.

Annually, we provide civic and social outreach programs to over 6,000 Kentucky middle and high school students helping them become engaged citizens and servant leaders, inspired to affect change in their school, community, Commonwealth, nation, and world.

## Why We Need Annual Partners

Partnering with us annually provides vital support that enables the continuation and expansion of our civic and social outreach programs. By becoming a sponsor, businesses have the unique opportunity to invest in the future of leadership and community service, ensuring that we can keep offering these transformative experiences to the youth of Kentucky. Your partnership helps us to sustain and grow our initiatives, allowing us to reach even more students each year and create lasting change across multiple generations.

## Why Partner With Us

Partnering with KY YMCA offers businesses a unique opportunity to align with a reputable and historic organization that has a significant impact on youth development. As sponsors, businesses gain valuable exposure to thousands of families and community members across Kentucky, enhancing their brand visibility and demonstrating their commitment to social responsibility.

Our partners are celebrated through various high-visibility channels, including events, publications, and digital media, providing you with recognition as key supporters of youth empowerment and education who are helping to mold tomorrow's leaders.

# 2024-25 Annual Partnership Opportunities

- Platinum \$25,000
- Featured post on social media
  - Logo in monthly newsletter email
  - Logo printed in KYA bill books and KUNA resolution books
  - Logo and URL on website
  - One ad in Student Y newsletter
  - One article posted on website blog (content to be approved)
  - Prominent Brand recognition at all annual conferences
  - Premium exhibit table space at KYA & KUNA
  - Custom email sent to all parents & teachers
  - Logo on GFI, LTC & Y-Corps Shirt\*\*

- Gold \$15,000
- Logo in monthly newsletter email
  - Logo printed in KYA bill books and KUNA resolution books
  - Featured post on social media
  - Logo and URL on website
  - One article posted on website blog (content to be approved)
  - Brand recognition at all annual conferences

- Silver \$7,500
- Logo printed in KYA bill books and KUNA resolution books
  - Logo in monthly newsletter email
  - Featured post on social media
  - Company profile/link on website
  - Featured post on social media
  - Brand recognition at all annual conferences

- Bronze \$5,500
- Logo printed in KYA bill books and KUNA resolution books
  - Logo in monthly newsletter email
  - Logo and URL on website
  - Featured post on social media
  - Brand recognition at all annual conferences

## Reach

### Newsletters

- 15,000 readers

### Social Media

- 14,355 followers

### Conferences

- 8,368 Registrants
- 964 Adults

# 2024–25 Program Partnership Opportunities

## Kentucky Youth Assembly (KYA) – November/December

Presenting	\$5,000
<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo in program printed material &amp; email</li> <li>• Table at all KYA conferences (7)</li> <li>• Full slide page during General Assembly and full page in the Bill Book</li> </ul>	
Champion	\$2,500
<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo in printed material &amp; email</li> <li>• Table at all KYA conferences (7)</li> <li>• 1/2 page slide during General Assembly</li> </ul>	
Signature	\$1,000
<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo in printed material &amp; email</li> <li>• Table at four High School KYA conferences (4)</li> </ul>	
Supporting	\$500
<ul style="list-style-type: none"> <li>• Logo placements on program website pages and printed materials</li> </ul>	

### Featured Sponsorship Opportunities

Advisor Hospitality Room and Advisor Breakfast	
Both	\$5,000
One or the other	\$2,500
Specialized programs	
Media Corps (high school only)	\$500
Supreme Court (high school only)	\$500
Lobbyist	\$500
Executive Cabinet (high school only)	\$500
Award Sponsor	\$2,500
<ul style="list-style-type: none"> <li>• Introduce the Award Ceremony</li> <li>• Listed as award sponsor in printed materials and online</li> <li>• Presence at Senior Receptions (4)</li> </ul>	
Teacher Scholarships	\$1,000

## Kentucky United Nations Assembly (KUNA) – March

Presenting	\$5,000
<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo in program printed material &amp; email</li> <li>• Table at all KUNA conferences (4)</li> <li>• Full slide page during General Assembly and full page in the Resolution Book</li> </ul>	
Champion	\$2,500
<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo in printed material &amp; email</li> <li>• Table at all KUNA conferences (4)</li> <li>• 1/2 page slide during General Assembly</li> </ul>	
Signature	\$1,000
<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo in printed material &amp; email</li> <li>• Table at all High School KYA conferences (2)</li> </ul>	
Supporting	\$500
<ul style="list-style-type: none"> <li>• Logo placements on program website pages and printed materials</li> </ul>	

### Featured Sponsorship Opportunities

Advisor Hospitality Room and Advisor Breakfast	
Both	\$5,000
One or the other	\$2,500
Special Programs	
Media Corps (high school only)	\$500
Security Council	\$500
Intl. Court of Justice (ICJ) (high school only)	\$500
Secretariat (Executive Branch)	\$500
Award Sponsor	\$2,500
<ul style="list-style-type: none"> <li>• Introduce the Award Ceremony</li> <li>• Listed as award sponsor in printed materials &amp; online</li> <li>• Presence at Senior Receptions (2)</li> </ul>	
Teacher Scholarships	\$1,000



**FOR YOUTH DEVELOPMENT®**  
**FOR HEALTHY LIVING**  
**FOR SOCIAL RESPONSIBILITY**

## National Conferences

### Conference on National Affairs (June)

- Shirt Sponsor \$500
- Transportation \$1,000

### National Judicial Conference (July)

- Shirt Sponsor \$500
- Transportation \$1,000

## Multiple Conferences

### Shirt Sponsor

- Multiple Conferences (Logo on GFI, LTC, CONA & NJC Shirts) \$2,500
- Single Conference (Logo on either GFI or LTC shirts) \$1,000

### Email Opportunities

- Footer ad in one pre-conference email for each of the KUNA & KYA high school sessions \$250
- Footer ad in one pre-conference email for each of the KUNA & KYA high school and middle school sessions \$500
- Custom email sent to all current parents and advisors \$1,000

### Transportation Sponsor \$20,000

- Official transportation partner for KYA, Y-Corps, LTC and GFI programs
- Listing in all printed materials as sponsor
- One social media post on all channels
- Listing on the website for KYA, Y-Corps, LTC and GFI as Transportation Sponsor
- Logo on GFI, LTC and Y-Corps shirts
- Logo on the transportation bus for KYA, Y-Corps, LTC and GFI

### SWAG BAG

- Opportunities vary

**We are always happy to customize a partnership to best fit your need**

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## 2023-24 Program Reach

**Kentucky Youth Assembly**  
4,670 students • 510 advisors • 11 volunteers

**Kentucky United Nations Assembly**  
3,309 students, 373 advisors, 11 volunteers

**Go For It!**  
167 students, 27 volunteers

**Leadership Training Conference**  
151 students, 26 volunteers

**Y-Corps**  
71 students, 6 volunteers

**Student Y**  
3,682 students, 7,523 service hours