YMCA OF SOUTH FLORIDA
For 100 years, the YMCA of South Florida has been dedicated to building healthy, confident and secure children, families and communities. Whether you are looking to get healthy, meet new people, or spend more time with your family, we are here for you. Our impact is felt every day when an individual makes a healthy choice, when a mentor inspires a child and when a community comes together for the common good. When you join the Y, you are joining more than a gym; you are joining a community committed to transforming lives—spirit, mind, and body.

OUR MISSION
To put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all.

Y AT A GLANCE

500,000  
Lives of all ages impacted in South Florida each year

25,500  
Children and adults taught drowning prevention and water safety techniques

24,000  
Children who created memories from Y summer camp

10,000  
Youth enrolled in life-changing preschool and afterschool programs helping children realize their potential

Due to current CDC, state and local guidelines, all efforts will be taken to ensure the appropriate sponsorship benefits are met. Such as: social distancing within event space, opening remarks may be changed to some pre-recorded video messages and a digital format version of the program book.

For sponsorship, underwriting opportunities and questions contact:
Aimee Fretwell – Executive Director of Special Events & Community Relations at afretwell@YMCASouthFlorida.org or 954-357-0289
The Beach Ball Gala is the YMCA of South Florida’s signature event. We believe it is our responsibility to ensure families and individuals are safe in and around water. Teaching children life-saving techniques as well as how to swim, help save lives while building confidence.

All proceeds from the Beach Ball Gala are directed towards Aquatic Financial Assistance, which provides necessary swim lessons and water safety instruction to at-risk children, teens and families within our communities. For merely $100 per child, the YMCA of South Florida is able to provide an eight-lesson proven formula to save lives. It takes eight lessons for a child to learn to swim or become comfortable enough so that if the child falls into water, he or she will be safe. Each child lost due to accidental drowning is one child too many. With your support, we hope to make a larger impact locally and statewide. The YMCA of South Florida continues to be committed to saving lives and educating the community on water safety. South Florida leads the nation in the number of drownings and we must work together to change this!

**2021 BEACH BALL SPONSORSHIP OPPORTUNITIES**

**PRESENTING SPONSOR – $100,000**

*Saving 1,000 lives!*

- Presenting Sponsor of the 2021 YMCA of South Florida Beach Ball
- Exclusive seating for 30 guests
- Invitation to attend the Private Reception; pre event 6:30–7:30 pm
- Recognition as Presenting Sponsor on event media and materials
  - On-stage welcoming remarks or introduction of special guest (or pre-recorded)
  - Prominent placement of full-page color advertisement in event program
  - Company logo on Step and Repeat
  - Exclusive rights to company logo on event photos
  - Gobo with company logo on display in ballroom
  - Organizational social responsibility editorial in event program
- Logo on Partners Page of Association wide website for one year
- Logo included in social media posting with company hashtag
- One room for one night stay at event hotel evening of event
- Complimentary Valet Parking for all guests at event
TITANIUM SPONSOR – $50,000
Saving 500 lives!

- Sponsor of the 2021 YMCA of South Florida Beach Ball Private Reception; pre event 6:30-7:30 pm
- Premium seating for 20 guests
- Recognition as Titanium Sponsor on event media and materials
  - On-stage welcoming remarks or introduction of special guest (or pre-recorded; presenting sponsor given preference of speaking opportunity)
  - Premium full-page color ad in event program
  - Opportunity to include organizational social responsibility story in event program
- Logo included in social media posting with company hashtag
- One room for one night stay at event hotel evening of event
- Complimentary Valet Parking for all guests at event

DIAMOND SPONSOR – $25,000
Saving 250 lives!

- All guests invited to the Beach Ball Private Reception; pre event 6:30-7:30 pm
- Preferred seating for 10 guests
- Opportunity to give special host or award remarks during event program (or pre-recorded)
- Acknowledgment on all event media and materials pre and post event
  - One full-page color ad in event program
- Logo included in social media posting with company hashtag
- Special hotel rate at event hotel evening of event
- Complimentary Valet Parking for all guests at event

PLATINUM SPONSOR – $10,000
Saving 100 lives!

- Preferred seating for 10 guests
- Acknowledgment on all event media and materials pre and post event
  - Half-page color ad in event program
- Special hotel rate at event hotel for evening of event
- Complimentary Valet Parking for all guests at event

Sponsors must have completed commitment forms on file by August 27, 2021 to appear on invitation.
**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

All Underwriting Sponsorships will be recognized in the Beach Ball website, program book, sponsor board signage and other related event marketing.

* Underwriting Sponsorships of $2,000 and **over** receive two entry tickets to general reception and dinner program.
* Underwriting Sponsorships of $5,000 and **over** receive two entry tickets to general reception and dinner program plus a ¼ page color ad in program book.

- Entertainment Sponsor
- Pre-Gala Virtual Event Sponsor
- Marketing Sponsor
- Table Centerpiece Sponsor
- Water Sponsor
- Valet Sponsor
- Dance Floor Sponsor
- Wine & Spirits Sponsor
- Silent Auction Sponsor

- Dessert Sponsor
- Coffee Cart Sponsor
- Master of Ceremonies
- Accommodation Sponsor
- Dinner for Staff & Volunteers Sponsor
- Award Sponsor
- Lighting Sponsor
- Delivery Sponsor

Exclusivity upon request
Dr. King’s dream was to create a nation where people were judged not by the color of their skin, but by the content of their character. The YMCA of South Florida has been working hard to incorporate these dreams into our communities. For the past 17 years, we have been honoring his legacy with our Inspirational Weekend, which includes a Breakfast in Broward County; Luncheon in Miami-Dade County and Day of Service across the counties we serve. Through the activities of this weekend, we remember Dr. King by bringing our community together in celebration and service to others.

Each year, the Inspirational Breakfast and Luncheon bring over 800 members of the business and civic community together to honor Dr. King’s legacy. These events support our “I Have a Dream” Youth Scholarship Fund. From preschool to college, the Y believes all youth deserve the ability to reach their full potential. We invite you to join us, STAND FOR SOMETHING and help support us in strengthening our communities.
MLK WEEKEND SPONSOR (1) – $75,000
- Premier seating for 30 guests at Breakfast, Luncheon or a combination of both
  - Plus, 2 seats at the Head Table with Keynote Speaker during Breakfast or Luncheon
- Host company Day of Service Project
- Special invitation to Private Reception & Teen Town Hall and photo opportunity with Keynote Speaker
- Opportunity to serve on event committee
- Acknowledgment as MLK Weekend Sponsor in all event media and materials
  - Full-page color ad on inside or back cover of event program
  - Press Release recognition
  - Social Media cross branded posting
  - Prominent logo on MLK Day of Service Inspirational Weekend t-shirt worn by volunteers during MLK Day of Service projects

PRESENTING SPONSOR (2) – $25,000
- Premier seating for 20 guests
  - Plus, 2 seats at the Head Table with Keynote Speaker during Breakfast or Luncheon
- Special invitation to Private Reception and photo opportunity with Keynote Speaker
- Opportunity to introduce Keynote Speaker during Breakfast or Luncheon
- Opportunity to serve on event committee
- Acknowledgment as Presenting Sponsor in all event media and materials
  - Full-page color ad on inside or back cover of event program
  - Prominent logo on MLK Day of Service Inspirational Weekend t-shirt worn by volunteers during MLK Day of Service projects

DIAMOND RECEPTION SPONSOR (6) – $15,000
- Preferred seating for 20 guests
- Special invitation to Private Reception and photo opportunity with Keynote Speaker
- Stage presence during the Keynote Reception, Teen Town Hall, Breakfast or Luncheon or video messaging option
- Prominent acknowledgment on all event media and materials pre and post events
  - Full-page color ad within event program book
  - Logo on MLK Day of Service Inspirational Weekend t-shirt worn by volunteers during MLK Day of Service projects (when applicable)
PLATINUM SPONSOR – $10,000
• Preferred seating for 20 guests
• Special invitation to Private Reception and photo opportunity with Keynote Speaker
• Acknowledgment on event media and materials pre and post events
  ▪ Half-page color ad in event program
  ▪ Logo on MLK Day of Service Inspirational Weekend t-shirt worn by volunteers during MLK Day of Service projects

GOLD SPONSOR – $5,000
• Seating for 16 guests at either Breakfast or Luncheon OR split between the two events
• Acknowledgment on event media and materials pre and post events
  ▪ Half-page color ad in event program

SILVER SPONSOR – $2,500
• Seating for 10 guests at either Breakfast or Luncheon
• Acknowledgment on event media and materials pre and post event
  ▪ Quarter-page color ad in event program

TEEN TOWN HALL EVENT SPONSORSHIP With the Pandemic affecting our in person events, we created an exciting virtual opportunity to engage our afterschool high school students in a question and answer session with our Martin Luther King, Jr. Key Note Speaker. Principals, teachers, event sponsors and Y Board Members were able to join a moderated conversation and listen to our students as riveting questions to a Civil Rights icon.

Each year, the YMCA of South Florida recognizes two youth and two leaders within our communities who are presented an award during the Martin Luther King, Jr. Inspirational Breakfast and Luncheon. The criteria for the awards are:

DAVE W. CASH YOUTH LEADERSHIP AWARD The YMCA of South Florida recognizes young people who have embodied the ideals of Dr. King in advocating for social change in our community. The award is named after a great man who embodied the importance of social change and believed deeply in the recognition of youth who rose to make significant change in the community. The recipient is awarded a $2,000 college scholarship to be paid upon successful enrollment and registration at an accredited College or University.

SPIRIT OF THE COMMUNITY AWARD recognizes a community advocate who exemplifies the social activism, advocacy, non-violence, civic engagement and diversity ideals of Dr. Martin Luther King, Jr. Past winners have included: The Children’s Trust, Trail Blazers of Broward County, Derek T. Davis, Valencia Gunder, The Mizell Family, Honorable Darrin P. Gayles, Dr. Robert B. Hayling, Willie E. Gary, Officer Lerue Sarvis, and Jason Taylor to name a few.
Everybody can be great...because anybody can serve. You don’t have to have a college degree to serve. You don’t have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love.

Martin Luther King Jr.
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