



Event Sponsorship

The Cadillac Area YMCA is seeking funding support for our free 7th grade membership program. This program allows any 7th grade student to have a free Y membership to access YMCA facility amenities as well as our drop-in Teen Center where they can experience a positive recreational and social environment.

On weekdays the YMCA provides free transportation from CAPS schools to the Y, free healthy meal in our Teen Center, and a safe environment filled with a caring team who provide homework help and mentoring. Youth have the opportunity to build friendships in the Teen Center, self-confidence through games in the gym or swimming, and generally create healthy habits. The Y has become their place to grow and gain a greater sense of independence in a safe environment.

Each year we have more than 100 7th graders in our area take advantage of this free membership. With the cost of supporting this program exceeding \$20,000 each year, we encourage you to support this effort through a Cadillac Festival of Races event sponsorship.

The event is planned for Saturday, September 5, 2026 and will include the following events: Boston Qualifier Full Marathon, Half Marathon, 5k & 10k, 7 Mile Relay, Swim Race & Kid's Fun Run. The Sponsorship commitment deadline is June 1, 2026.

Your support will allow next year's 7th graders to have the opportunity to develop self-esteem, relationships, and independent life skills in the safe, mentoring environment of the YMCA. Please take a moment to complete the enclosed sponsorship form and commit your support today. We and all of the 100 plus 7th graders thank you in advance.

With Gratitude,
Cadillac Festival of Races Committee

If you have questions or would like further information, please contact YMCA Membership & Marketing Director, Bob Reddick at bobr@cadillacareaymca.org or 231-775-3369



*Please complete the sponsorship form and submit to:
Cadillac Area YMCA, 9845 Campus Drive, Cadillac, MI 49601
Or YMCA Membership & Marketing Director, Bob Reddick
bobr@cadillacareaymca.org
Contact Bob with any questions. 231-775-3369*

Signature Sponsorship – \$5,000

All of the benefits of the Platinum Sponsorship plus:

- Your supplied banners at each start/finish line
- Priority logo placement on all marketing materials
- Logo on registration page
- 2 Free Half or Full Marathon entries

Platinum Sponsorship – \$3,000

(funds over 11 – 7th grade memberships for the year)

- Multiple logo “yard signs” at start/finish and staging areas
- **4 free race entries or 1 free Half or Full Marathon entry**
- Public acknowledgement at awards ceremony
- Logo on event t-shirts
- Premier position of your Logo/name on marketing materials including but not limited to:
 - Event webpage with link to sponsor’s web site
 - All print and electronic advertising
 - Event communications (email, etc.)
 - Event Facebook posts

Gold Sponsorship – \$2,000

- Logo “yard sign” at start/finish area
- **2 free race entries (Half/Full Marathon not included)**
- Public acknowledgement at awards ceremony
- Logo on event t-shirts
- Logo/name on all marketing materials including but not limited to:

- Event webpage with link to sponsor’s web site
- All print and electronic advertising
- Event communications (email, etc.)
- Event Facebook posts

Silver Sponsorship – \$1,000

- Logo “yard sign” on course
- Public acknowledgement at awards ceremony
- Logo on event t-shirts
- Logo/name on all marketing materials including but not limited to:
 - Event webpage with link to sponsor’s web site
 - All print and electronic advertising
 - Event communications (email, etc.)
 - Event Facebook posts

Bronze Sponsorship – \$500

- Logo “yard sign” on course
- Logo on event t-shirts
- Logo/name on marketing materials including but not limited to:
 - Event webpage
 - All print and electronic advertising
 - Event communications (email, etc.)
 - Event Facebook posts

Race Friend Sponsorship – \$250

- Logo “yard sign” on course
- Logo/name on marketing materials including:
 - Event webpage
 - Event Facebook posts



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Cadillac Area YMCA

Cadillac Festival of Races

Sponsorship Form

Business Name

As you would like it to appear on all sponsor recognitions

Address:

Contact Person:

Phone Number:

Email:

Sponsorship Levels:

☐ \$5000 Signature ☐ \$3000 Platinum ☐ \$2000 Gold

☐ \$1000 Silver ☐ \$500 Bronze ☐ \$250 Race Friend

☐ Please invoice me - or - ☐ Sponsorship is enclosed

Please email an AI/EPS (preferred) or PNG/JPEG file with both a grey scale logo and a color logo to bobr@cadillacareaymca.org My signature below verifies that the YMCA can list our business as a sponsor of the Cadillac Festival of Races 2026 event.

Signature:

CADILLAC AREA YMCA

9845 Campus Drive, Cadillac, MI 49601

231 775 3369

www.cadillacareaymca.org