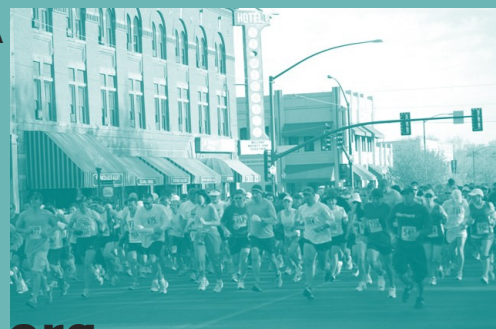




**43RD ANNUAL**  
**WHISKEY ROW MARATHON**  
***2021 Sponsor Packet***

**James Family Prescott YMCA**  
**750 Whipple Street**  
**Prescott, Arizona 86301**  
**928-445-7221**  
**[prescottymca.org](http://prescottymca.org)**  
**[whiskeyrowmarathon.com](http://whiskeyrowmarathon.com)**  
**[rachelle.skvarek@prescottymca.org](mailto:rachelle.skvarek@prescottymca.org)**





## About the Race...

On October 9, 2021 the James Family Prescott YMCA will be hosting the 43rd Annual Whiskey Row Marathon. This marathon is the oldest continuous running marathon in Arizona.

The marathon attracts more than 2,000 conditioned athletes, runners and walkers as well as 5,000 spectators from Arizona and around the country. A few years ago, Runner's World named it one of the most difficult marathons in the United States. Additional running and walking events are provided for the whole family, including a Half Marathon, 10K, 5K, and .3 Mile Dash.

The race is hosted by the James Family Prescott YMCA, in collaboration with Yavapai County, City of Prescott and Prescott National Forest. Extensive support by local businesses and more than 150 volunteers make this a successful community event.



## About the YMCA...

As a membership organization, the YMCA is **open to everyone regardless of their ability to pay**. An extensive scholarship program ensures access to kids and families who could not otherwise afford the benefits of the YMCA.

Each year, this YMCA has invested more than \$200,000 in the community in the form of scholarships for kids and families who could not otherwise afford the benefits of the YMCA including:

- **1,092 Kids** to participate in swim lessons
- **1,167 Boys and Girls** to participate in Itty Bitty Sports, Swim Team, Gymnastics, Sports Camps and Dance at the Y.
- **457 Children** to receive after school reading, math, fitness and nutrition education and to enjoy a fun and safe summer day camp experience.
- **844 Boys and Girls** to participate in Youth Basketball, Youth Volleyball and Youth Flag Football leagues.
- **95 Preschoolers** to learn to read, write, learn colors and swim in the pool in our state licensed Preschool.

## Why Sponsor?

The James Family Prescott YMCA is a non-profit, charitable association. While membership and limited program fees cover the cost of ordinary day-to-day operations, the extraordinary services provided to the community by this YMCA are what sets the YMCA apart from other organizations.

Your donation will support the YMCA Whiskey Row Marathon and fund these scholarship efforts.

As a marathon sponsor, it would be beneficial to you to have your name out in front of 10,000 YMCA Members and 7,000 Whiskey Row Marathon participants and spectators sponsoring Prescott's "Home Town Race".

**The James Family Prescott YMCA hopes you will consider being a sponsor for the 2021 race.** There are several great reasons for you to sponsor this event:

- Receive maximum exposure for your company at minimal cost
- Gain a winning image as a supporter of health, fitness and wellness
- Help to ensure kids and families can be in a safe and healthy environment
- Build a community sense of togetherness along with other local organizations
- Participate in the continued growth of a nationally known running event
- Create pride in your organization by being known as a race sponsor

## Our Mission...

The YMCA is dedicated to putting Christian principles into practice through programs that build healthy spirit, mind and body for all. At the Y we're for Youth Development, Healthy Living and Social Responsibility.



# SPONSORSHIP PACKAGES



## COMMUNITY SPONSOR

**\$5,000 Cash Donation**

- Corporate sponsor name/logo & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Prominent logo display on more than 2,500 participant and volunteer shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by Sep. 10, 2021)
- Free booth opportunity at Packet Pick-Up/Expo
- Free booth opportunity at Finish Line Celebration
- Opportunity to man one of eight water stations and display your company banner
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in YMCA Gymnasium during 2021-2022
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2021
- 8 complimentary participant race entries

## FAMILY SPONSOR

**\$2,500 Cash Donation  
or \$5,000 In-kind Race Supplies**

- Company name/logo & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Logo display on more than 2,500 participant and volunteer shirts
- Logo recognition on marathon marketing material (print)
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by Sep. 10, 2021)
- Free booth opportunity at Finish Line Celebration
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in YMCA Gymnasium during 2021-2022
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2021
- 6 complimentary participant race entries

## YOUTH SPONSOR

**\$1,500 Cash Donation  
or \$2,500 In-kind Race Supplies**

- Company name & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Name on back of more than 2,500 participant and volunteer shirts
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by Sep. 10, 2021)
- Company sponsorship acknowledgement throughout race day
- Free booth opportunity at Finish Line Celebration
- Name listed on participant handout
- Banner with company name/logo displayed in YMCA Gymnasium during 2021-2022
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2021
- 4 complimentary participant race entries

## HERO SPONSOR

**\$750 Cash Donation  
or \$1,499 In-kind Race Supplies**

- Name on back of over 2500 race shirts
- Name on the race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by Sep. 10, 2021)
- Name listed on participant handouts
- Company sponsorship acknowledgement throughout race day
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2021
- 2 complimentary participant race entries

## FRIEND SPONSOR

**\$100+ Cash Donation  
or \$200+ In-kind Race Supplies**

- Name listed on participant handouts
- Company sponsorship acknowledgement throughout race day



# SPONSORSHIP COMPARISON



SPONSORSHIP LEVEL	Signature	Communi-	Family	Youth	Hero	Friend
AMOUNT	\$10,000 cash	\$5,000 cash	\$2,500 cash or \$5,000 in-kind	\$1500 cash or \$2500 in-kind	\$750 cash or \$1499 in-kind	\$100+ cash or \$200+ in-kind
SPONSOR BENEFITS						
Logo on Shirt Front	x					
Logo on Shirt Back	x	x	x			
Name on Shirt Back				x	x	
Logo on Race Numbers	x					
Logo on Website	x	x	x			
Link on Website	x	x	x	x		
Name on Website	x	x	x	x	x	
Logo on Registration Materials	x					
Names Listed in Emails	x	x	x	x	x	
Banner at Packet Pick-up/Expo	x					
Booth at Packet Pick-up/Expo	x	x				
Banner at Finish Line/Expo	x					
Booth at Finish Line/Expo	x	x	x	x		
Banner in Gymnasium for 1 Year	x	x	x	x		
Name on Sponsor Banner	x	x	x	x	x	
Banner at Water Station	x	x				
Man Water Station	x	x				
Materials in Race Bag	x	x	x	x	x	
Complimentary Race Entries	12	8	6	4	2	
Name on Participant Handout	x	x	x	x	x	x
Name Mentioned by	x	x	x	x	x	x

**Questions?** Contact Rachelle Skvarek, 928-445-7221,  
rachelle.skvarek@prescottymca.org

*Thanks for supporting your YMCA!*



# Sponsor Registration



**YES, I would like to become a Whiskey Row Marathon sponsor!**

- ☐ **COMMUNITY** (\$5,000)
- ☐ **FAMILY** (\$2,500 or \$5,000 in-kind\* merchandise/services)
- ☐ **YOUTH** (\$1,500 or \$2,500 in-kind\* merchandise/services)
- ☐ **HERO** (\$750 or \$1,499 in-kind\* merchandise/services)
- ☐ **FRIEND** (\$100+ or \$200+ in-kind\* merchandise/services)

**2021**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone Numbers \_\_\_\_\_

Email Address \_\_\_\_\_

Company Website \_\_\_\_\_

Cash Contribution \$ \_\_\_\_\_

Merchandise/Services Contributed (*\*\*Any in-kind donation must have pre-approval*).

\_\_\_\_\_

\_\_\_\_\_ Estimated Value \$ \_\_\_\_\_

Sponsor Signature \_\_\_\_\_  
Prescott YMCA Tax ID# 86-0119151

Please make checks payable to: **James Family Prescott YMCA**  
\_\_\_\_\_ Please invoice me for my sponsorship

Return completed form and payment to:  
**James Family Prescott YMCA, Attn: Rachelle Skvarek**  
**750 Whipple Street, Prescott, AZ 86301**

FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

Questions? Contact Rachelle Skvarek at 928-445-7221,  
rachelle.skvarek@prescottymca.org

*Thanks for supporting your YMCA!*

James Family Prescott YMCA    750 Whipple St    Prescott, AZ 86301    928-445-7221  
whiskeyrowmarathon.com    prescottymca.org







## JAMES FAMILY PRESCOTT YMCA 2021 BANNER SPONSOR CASH DONATION FORM



Thank you for your \$1,500.00 (or more!) James Family Prescott YMCA Banner Pledge! Your banner will hang in our gymnasium for one full year and will be 76" high and 36" wide.

Your banner will be a constant reminder to our community that you believe in the YMCA's three Areas of Focus:

Youth Development, Healthy Living and Social Responsibility.

Which of the three Areas of Focus would you like to have printed on your banner?

\_\_\_\_\_ Youth Development

\_\_\_\_\_ Healthy Living

\_\_\_\_\_ Social Responsibility



have

Name to appear on banner: \_\_\_\_\_

\_\_\_\_\_ I would like to use your Y logo to show our community support in our business marketing materials.



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# INVESTING IN OUR COMMUNITY

## 2019-2020 Prescott YMCA of Yavapai County's Community Impact Report

**James Family** - Prescott YMCA is a leading non-profit partner throughout the county, the Y has the track record and on-the-ground presence to move communities forward, just as we have done for 43 years in the Prescott and surrounding communities. As a charity, we work every day to address community needs and ensure that all are welcome and that no one is turned away for an inability to pay.

## OPPORTUNITIES FOR ALL



### CHILDREN & TEENS (1-17)

In the Prescott area communities, the Y provides a wide range of activities to nurture potential, including **summer day camps**, swim lessons, sports leagues, **gymnastics**, **Girls and Sports Day**, **Safe High School Graduation** and **group fitness classes**.



### LOW INCOME FAMILIES

Our YMCAs provide quality, **affordable child care** and open **all our programs** to working families regardless of their income level.



### SENIORS (65+)

Programs including **Pickleball**, **Silver Sneakers group exercise classes** and **social activities** ensure that older adults have every opportunity to connect with one another and engage in meaningful activities in our James Family Prescott

**EVERYONE IS WELCOME.** We provide activities open to everyone in our community including free health and wellness screenings, group exercise classes, Girls & Sports Day, wellness talks, nutrition advice and more each year.



## 2019-2020 Y FACTS

There is no other non-profit quite like the Y. That's because in 10,000 neighborhoods across the nation, we have the presence and partnerships to not just promise, but to deliver, lasting personal and social change.

# 26,235

Community Members Served

# 161,293

Direct Financial Assistance

# 192,273

Financial Subsidies

# \$372,182

(10% of total revenue)

**James Family Prescott  
YMCA**

750 Whipple St  
Prescott, AZ 86301  
928-445-7221  
prescottymca.org

# INVESTING IN OUR KIDS, OUR HEALTH AND OUR NEIGHBORS

At the Y, strengthening community is our cause. Strong communities don't just happen; they're the result of steady leadership and stewardship of strong values. That's the Y. We make a difference by focusing on three key areas: youth development, healthy living and social responsibility. By investing in our kids, our health and our neighbors, the Prescott



## YOUTH DEVELOPMENT

NURTURING THE POTENTIAL  
OF EVERY CHILD AND TEEN

**3,418**  
Kids & Teens  
Served

**30%**  
Membership

**5,362**  
Children in safe and  
enriching YMCA Youth  
Programs.

**2,535**  
Children who gained  
valuable water safety skills  
through Y swim classes.

## HEALTHY LIVING

IMPROVING THE NATION'S

**3,587** **31%**  
Membership

**110**  
Hours of Group Fitness  
classes offered every week.

**1,415**  
Runners and walkers who  
were "Tough Enough" for  
the 2015 Whiskey Row  
Marathon.

## SOCIAL RESPONSIBILITY

GIVING BACK AND PROVIDING  
SUPPORT TO OUR NEIGHBORS

**4,611**  
Individuals who received  
financial assistance and  
membership & program  
subsidies.

**2,000+**  
Pounds of food donated to  
the community from the  
Community Garden.