



44TH ANNUAL WHISKEY ROW MARATHON

2022 Sponsor Packet

James Family Prescott YMCA

750 Whipple Street

Prescott, Arizona 86301

928-445-7221

prescottymca.org

whiskeyrowmarathon.com

jaime.dejoseph@prescottymca.org





About the Race...

On October 8, 2022 the James Family Prescott YMCA will be hosting the 44th 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 High Fun Run.

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.



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".

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.



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.

The James Family Prescott YMCA hopes you will consider being a sponsor for the 2022 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



SPONSORSHIP PACKAGES



COMMUNITY SPONSOR

\$5,000 Cash Donation

- Corporate sponsor name/logo & web site link placed on race website 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. 8, 2022)
- 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 2022-2023
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2022
- 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
- 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. 8, 2022)
- 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 2022-2023
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2022
- 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
- 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. 8, 2022)
- 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 2022-2023
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2022
- 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
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by Sep. 8, 2022)
- Name listed on participant handouts
- Company sponsorship acknowledgement throughout race day
- Company name on Sponsor Banner displayed on the corner of Ruth/Whipple October 2022
- 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 Jaime DeJoseph, 928-445-7221,
jaime.dejoseph@prescottymca.org

Thanks for supporting your YMCA!



INVESTING IN OUR COMMUNITY

2021 Prescott YMCA of Yavapai County's Community Impact Report



Throughout last year and the ongoing COVID-19 crisis we continued to serve the most critical needs in our community. With your support, you have allowed the Y to:

CHILDREN

- ♦ Together we provided **\$55,280** in childcare financial assistance to support our families and caregivers who continued to provide critical services for our community.
- ♦ With tremendous community support we were able to provide **\$10,781** to ensure children were able to participate in Sports and Gymnastics programs.
- ♦ Our community also helped us provide **\$6,716** in financial assistance so we could make sure EVERY child had the opportunity to be water safe by teaching swim lessons to children starting as young as 6 months old.



Seniors & Families

We were also able to provide **\$35,917** in financial assistance for memberships for Seniors and families alike. This ensured everyone stayed connected, stayed active and had a place to go to reach their fitness goals.



Together we raised a total of **\$108,694** so we could provide financial assistance to individuals and families who otherwise couldn't afford our programs and services due to economic hardships.

INVESTING IN OUR KIDS, OUR HEALTH AND OUR NEIGHBORS

The 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 47 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.

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 YMCA of Yavapai County ensures that everyone, regardless of age, income or background, has the opportunity to thrive.



YOUTH DEVELOPMENT

NURTURING THE POTENTIAL OF EVERY CHILD AND TEEN



HEALTHY LIVING

IMPROVING THE NATION'S HEALTH AND



SOCIAL RESPONSIBILITY

GIVING BACK AND PROVIDING SUPPORT TO OUR

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.



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)

2022

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Telephone Numbers _____

Email Address _____

Company Website _____

Cash Contribution \$ _____

Transaction Privilege Tax License (TPT #): _____

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: Jaime DeJoseph
750 Whipple Street, Prescott, AZ 86301

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Questions? Contact Jaime DeJoseph at 928-445-7221 ext. 233,
jaime.dejoseph@prescottymca.org

Thanks for supporting your YMCA!

James Family Prescott YMCA 750 Whipple St
whiskeyrowmarathon.com

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JAMES FAMILY PRESCOTT YMCA

2022 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



Name to appear on banner: _____

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