



IGNITING BRIGHTER POSSIBILITIES

2024 FIELD OF FLAGS SUMMER CELEBRATION

PARTNERING FOR A BETTER US.

When you support this event, you not only expose your business to local audience, but strengthen the health and well-being of your community, develop the potential of our local children and help your neighbors.

Your contribution stays local and helps us address critical community needs and provide high impact programs that change lives.

From strategic digital marketing to targeted word-of-mouth, our advertising strategy and high brand recognition draw first-time and seasoned community members to this annual event. As a Field of Flags Summer Celebration partner, you enjoy significant and impactful exposure for your business to the Lake Norman and Mooresville communities.

These are just a few examples of sponsor recognition and reach:

- Recognition on the YMCA and EXCHANGE CLUB website (117,400 average monthly visitors)
- Social media shout-outs (51,800 followers across all YMCA of Greater Charlotte and EXCHANGE CLUB social media channels)
- Recognition on prominently displayed video screens located in high traffic areas at the LOWE'S YMCA (usage/viewership totaling more than 155,000 visits annually)
- Sponsor signage featured at key points throughout the event including on the stage during the Summer Celebration concert.

July 2-5, 2024
LOWE'S YMCA

LOWE'S YMCA & EXCHANGE CLUB OF MOORESVILLE/LKN FIELD OF FLAGS SUMMER CELEBRATION 2024 INVESTMENT OPPORTUNITIES

BENEFITS	FIREWORKS \$15,000 (exclusive)	PRESENTING \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500				
Banner Recognition in the Lowe's YMCA and sign recognition on the athletic fields for 1 year.	>									
Recognition on promotional signage used prior and during event	>						>			
Recognition on signage displayed prominently on event stage	>						>	>		
Opportunity to host promotional table at the event	Double space, premium location						Double space, premium location	Premium location	>	
Recognition during event from the stage	>						>	>	>	
Recognition on event field banner	>						>	>	>	>
Recognition in event press release	>						>	>	>	>
Digital signage (YTV) recognition at Lowe's YMCA (30 days)	LOGO						LOGO	LOGO	LOGO	NAME
Recognition on social media	LOGO	LOGO	LOGO	LOGO	LOGO	NAME				

In order to fulfill benefits with logo usage, partners are required to submit a **hi-resolution logo in EPS format** at time of signing support commitment. If the partner does not supply a high-quality logo by **May 15, 2024** the company name will be used instead.

**For more information or to secure a partnership, contact
lindsay.lowry@ymcacharlotte.org**

If you are interested in purchasing a flag, please visit www.moorevillelknexchange.org

LOWE'S YMCA & EXCHANGE CLUB OF MOORESVILLE/LKN FIELD OF FLAGS SUMMER CELEBRATION JULY 2-5, 2024

PARTNER LEVELS

- FIREWORKS | \$15,000
- PRESENTING | \$10,000
- PLATINUM | \$5,000
- GOLD | \$2,500
- SILVER | \$1,000
- BRONZE | \$500

CONTACT INFORMATION

BUSINESS/ORGANIZATION NAME

CONTACT

EMAIL

PHONE

BUSINESS MAILING ADDRESS

PAYMENT OPTIONS

- CHECK (MADE PAYABLE TO LOWE'S YMCA)
- PLEASE INVOICE
- CREDIT CARD: SCAN QR CODE
TO MAKE PAYMENT



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Please contact Lindsay Lowry with any questions: lindsay.lowry@ymcacharlotte.org

LOWE'S YMCA | 170 Joe Knox Ave | Mooresville, NC 28117

Your tax-deductible gift will be acknowledged as an unrestricted donation.