



THE YMCA  
**INTERN**  
CHALLENGE

**SPONSOR PACKET**



Dear Friends,

Thank you for your interest in supporting the work that the YMCA is doing through the YMCA Intern Challenge. The annual YMCA Intern Challenge is a fun and exciting way to approach mentorship and training in our community. This challenge is a unique way to motivate, strengthen and uplift the youth of our area. The YMCA Intern Challenge is a 7-week elimination challenge in which contestants are split into teams and each week face a business-related challenge in which they must outperform the opposing contestants. In order to complete each task, teams must work together to solve a variety of real-world challenges, all while learning the importance of communication, leadership, and responsibility. The team to complete the challenge with the highest degree of excellence and within the set time constraints, is declared the winner by a group of judges selected for their involvement in the Rockford business community. Each week, the judges must eliminate one player from the losing team. The players who advance to the final week will be pitted against one another in one final challenge. The winner of the final challenge will earn a \$1,500 college scholarship and a year-long, paid, internship with any organization in the Rockford area, paid through the YMCA of Rock River Valley.

While this 7-week elimination challenge is both fun and challenging, our hope is that these few weeks open the eyes of all who participate. Our vision for this program is to show these participants that in order to flourish in the professional world of today, it takes many skills that simply cannot be taught in the classroom. These skills have to be cultivated through real-world challenges, successes and failures. We are proud that through this process we are able to introduce these interns to the flourishing business in the Rockford area and we hope that you will join us in sharing your expertise with these young students. To make this a great experience for these interns, we must get the community involved. The more industries and leading companies we can involve, the better this competition will be for the contestants and for our community. Thank you for your consideration.



Sincerely,

Brent Pentenburg  
CEO, YMCA of Rock River Valley

## FREQUENTLY ASKED QUESTIONS

### What am I sponsoring exactly?

When you sponsor the YMCA Intern Challenge, your financial support goes right to work for the student participants. We use sponsorship dollars to fund projects, supplies, and the weekly stipend that each participant receives. Your organization will also be able to work directly with the students through a unique challenge related to your industry. One hundred percent of support dollars go directly to program support and scholarships. We offer this challenge free-of-cost to all participants and rely on the support of local businesses and organizations to ensure the program can continue.

### What can my competition involvement look like?

One of the most exciting aspects of this competition is the involvement with the business community. Your involvement in the weekly challenges and with the contestants is highly encouraged. We want these young students to walk away with personal connections to our Rockford community and personal skills they learned while accomplishing each challenge. We encourage each sponsor to create a unique challenge specifically related to your niche, giving these contestants a taste of what business in your field is like. If you would like examples, or need help from our staff, we are here for you.

### What kind of press will this contest receive?

At the beginning of the contest, we will send a press release to all major media outlets in Rockford disclosing the chosen participants and sponsors. We will follow that up with a press update half-way through the competition as well as one at the end announcing the winner. This gives three major mentions in a 7-week period as well as weekly social media and web updates.

### What demographic is the target?

The YMCA Intern Challenge is marketed directly to those who fit within the 16-24 age range for the competition. Marketing to this age group brings an awareness of your company to the future workforce and allows you the opportunity to make an impact on the next generation of decision makers and leaders in Rockford.

### Who should I contact if I would like more information?

If you have any other questions or would like some more information on any topic relating to the YMCA Intern Challenge, please feel free to give us a call at (779) 500-0800.

# SPONSORSHIP LEVELS

PRESENTING SPONSOR  
**\$7,500**

(1 AVAILABLE)

- Recognition in Annual Report
- Recognition at finale event
- Company logo featured on website
- Acknowledgment (w/logo) on all promo material
- Spokesperson quote in press release
- Company name included in weekly social media posts
- Option to choose and host final challenge
- Create name of 1st place scholarship
- Summary board of challenge at Finale
- Postcard mailing for Finale
- Featured on website

ADVANCEMENT SPONSOR  
**\$5,000**

(1 AVAILABLE)

- Recognition in Annual Report
- Acknowledgment on promo materials
- Recognition at finale event
- Company logo featured on website
- Sponsor team-building experience
- Option to choose and host first challenge
- Group photo on social media (w/logo)
- Social media mention (min. 4x)
- Create name of 2nd place scholarship
- Summary board of challenge at Finale

PLATINUM SPONSOR  
**\$2,500**

(1 AVAILABLE)

- Recognition in Annual Report
- Recognition at finale event
- Company logo featured on website
- Option to choose and host a challenge
- Create name of 3rd place scholarship
- Summary board of challenge at Finale

GOLD SPONSOR  
**\$1,500**

(3 AVAILABLE)

- Recognition in Annual Report
- Recognition at finale event
- Mention of company name on website & social media
- Option to choose and host a challenge
- Summary board of challenge at Finale

SILVER SPONSOR  
**\$750**

(2 AVAILABLE)

- Recognition in Annual Report
- Recognition at finale event
- Mention of company name on website & social media
- Option to choose and host a weekend challenge

TEAMWORK SPONSOR **\$1,500**

Throughout the challenge, the contestants, although competing for individual prizes, must work together in teams to accomplish their goals. They have to learn to work collaboratively in a professional setting, utilizing each individual's strengths, organizing tasks, etc. We have developed the "Teamwork Award" to highlight the group of individuals that exemplifies what it means to work as a true team. This will be judged based on a week-to-week scoring from the 'judges' that pinpoints key components of a successful team. The teamwork award will be presented at the Finale event.

HOTSEAT SPONSOR **\$1,500**

This also is a part of the finale event. The Finale is a "tell-all" style format much like you will see at the end of any number of popular reality TV shows, where we bring all of the contestants back to talk about the entirety of the challenge. The "HotSeat" is when we pull interns up to interview them, ask them about their experiences, and more.

FINALE SPONSOR **\$1,500**

Sponsor the final event - a celebration of the summer. Feature your business with your welcome at the event, signs recognizing your company, and the chance to bring ten people to share in the excitement.

DESSERT SPONSOR **\$1,000**

Your company name and logo on the dessert table at the finale event. Ten seats for your company and the fun of seeing the sweetness of success.

BRONZE SPONSOR  
**\$250**

(2 AVAILABLE)

- Recognition in Annual Report
- Recognition at finale event
- Your name associated with a service project of your choice

## TESTIMONIAL



**ALEX ORPUT**  
Season 2: Winner

"The YMCA Intern Challenge kick started the development of my professional self and helped me become much more self-aware. I have grown to understand who I am personally and professionally because the Intern Challenge challenged and developed me in both areas. I grew to understand my potential individually and in a group setting, as well as what it takes to be an effective team member and leader.

As a senior social work major at Bradley University, I feel much more prepared to enter the professional world because of the Intern Challenge. I learned the true importance of developing networking and fundraising skills while maximizing business potential. It was the perfect outlet to learn and develop these areas. This is an avenue of invaluable crash-course life experience that is irreplaceable and unmatched in growth and development."

## COMPANY INFO

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

## CONTACT INFO

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## SPONSORSHIP LEVEL

(CHECK ONE)

PRESENTING SPONSOR  
**\$7,500**  
(1 AVAILABLE)

ADVANCEMENT SPONSOR  
**\$5,000**  
(1 AVAILABLE)

PLATINUM SPONSOR  
**\$2,500**  
(1 AVAILABLE)

GOLD SPONSOR  
**\$1,500**  
(3 AVAILABLE)

SILVER SPONSOR  
**\$750**  
(2 AVAILABLE)

BRONZE SPONSOR  
**\$250**  
(1 AVAILABLE)

TEAMWORK SPONSOR  
**\$1,500**

HOTSEAT SPONSOR  
**\$1,500**

FINALE SPONSOR  
**\$1,500**

DESSERT SPONSOR  
**\$1,000**

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

