



**Four Weeks:
9/12-10/10**

Across Three Counties

**Driven by Our Mission
to Improve Health
Across Delaware**

Fueling Healthy Futures For All

LET'S MOVE DELAWARE returns for its third year. From September 12 through October 10, the YMCA of Delaware will bring four weeks of movement, community health programming and connection to thousands of youth, families and neighbors across all three counties.

The event series includes two 5K races, a youth triathlon, statewide fitness challenges, Healthy Aging Fairs, a Sneaker Ball gala, a Women's Empowerment & Wellness Retreat and more.

Sponsor a Movement for a Healthier Delaware

Every sponsorship dollar helps support the YMCA's Open Doors financial assistance program, which provides more than \$7 million annually in program and membership scholarships to Delaware families.

Your partnership places your organization alongside a visible, statewide effort while helping more people access fitness, chronic disease prevention, youth sports, swim safety, healthy aging and other programs that strengthen individual and community well-being.

Sponsorship opportunities range from individual event support to prominent campaign-wide visibility, giving your organization meaningful ways to engage employees, customers and communities across Delaware.

You're helping us improve community health through chronic disease prevention and senior wellness, youth sports, swim safety, childcare, and teen leadership, food security and supportive housing, and accessible fitness and healthy living for all.

Join Us in Making Delaware A Healthier Place This Fall

Partner with the YMCA of Delaware and rally your employees, customers and community around a healthier, more connected state.

For more information, contact Jesus De Las Salas, VP of Social Responsibility & Corporate Partnerships, at JDeLasSalas@ymcade.org or 302-571-6962.



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LET'S MOVE DELAWARE 2026 Calendar of Events & Activities

- **SPLASH & DASH YOUTH TRIATHLON** at the Walnut Street YMCA (Sat. 9/12)
- **THE GREAT HUMAN RACE 5K** at the Western Family YMCA (Sun. 9/13)
- **SNEAKER BALL** at the Delaware Art Museum, hosted by the Central YMCA (Fri. 9/18)
- **WOMEN'S EMPOWERMENT WEEKEND** at the Bear-Glasgow YMCA (9/18-20)
- **HEALTHY AGING FAIRS** at YMCA locations across Delaware (9/21-30)
- **PUMPKIN DASH 5K** at Glasgow Park, hosted by the Bear-Glasgow YMCA (Sun. 10/4)
- **COMMUNITY WELLNESS WEEK** at YMCA locations across Delaware (10/5-10)
- **PUTT-PUTT GOLF TOURNAMENT** hosted by the Dover YMCA (TBD)
- **Additional events to be announced**



PARTNERS IN MOTION

LET'S MOVE DELAWARE Sponsorship Benefits

COMMUNITY HEALTH CHAMPION

\$25,000

Impact & Visibility:

- Premier logo placement across the Let's Move Delaware event website and at all signature events.
- Sponsor spotlight with custom photo opportunity on YMCA social media and digital signage (estimated reach: 75K followers +100K monthly visits across our locations)
- Logo placement on printed event flyers and two Let's Move Delaware promotional items, such as T-shirts.
- Company name featured in the campaign press release, our YMCA Annual Report and donor recognition signage at YMCA facilities.

Event Engagement & Activation:

- Speaking opportunity at one signature event
- Eight registrations to each of four events
- Four tabling opportunities at YMCA branches over the next 12 months
- YMCA-sponsored lunch & learn at your office with a Y Executive, focused on employee wellness and impact
- Custom post-event impact report (includes reach, photos, and outcomes your sponsorship supported)
- 50 YMCA guest passes for employees, customers, or giveaways

WELLNESS AMBASSADOR

\$10,000

Impact & Visibility:

- Name and logo featured in statewide YMCA event series promotions, on the event website and in the campaign press release.
- Featured logo placement on sponsor signage at all signature events, plus verbal recognition and logo placement on multiple event T-shirts.
- Sponsorship recognition in our YMCA Annual Report
- Featured sponsor spotlight in the event series recap email and across YMCA social media channels, reaching more than 75,000 followers.

Event Engagement & Activation:

- Six registrations to each of three events
- Two tabling opportunities at YMCA branches
- Option to co-host a wellness event or volunteer day with YMCA staff
- 25 YMCA guest passes for employees, customers, or giveaways



HEALTHY LIVING PARTNER

\$5,000

Impact & Visibility:

- Company name and logo prominently featured in statewide YMCA event series promotions, on the event website and in the campaign press release.
- Priority logo placement on sponsor signage at all signature events, plus logo placement on one event T-shirt.
- Recognition in our YMCA Annual Report
- Dedicated sponsor spotlight on YMCA social media, featuring a custom sponsor quote or wellness tip and reaching more than 75,000 followers

Event Engagement & Activation:

- Four registrations to each of three events
- One tabling opportunity at a YMCA branch
- 10 YMCA guest passes for employees, customers, or giveaways

FITNESS ADVOCATE

\$2,500

Impact & Visibility:

- Company name and logo included in statewide promotional emails reaching 30,000 households and on the event series website
- Logo included on shared sponsor signage at all signature events
- Recognition in our YMCA Annual Report
- Included in a grouped sponsor recognition post across YMCA social media channels, reaching more than 75,000 followers.

Event Engagement & Activation:

- Two registrations to each of three events



**Four Weeks:
9/14-10/12**

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Why We're Getting Delaware Moving

Delaware families are facing serious and growing health challenges, including obesity, physical inactivity, diabetes and cancer. These conditions affect more than physical health. They influence emotional well-being, family stability and quality of life.

- **Adult Health:** Nearly 75% of Delaware adults are overweight or obese. Many lack access to affordable, welcoming places where they can become healthier. The Y provides accessible fitness, nutrition education and a supportive community that helps adults take meaningful steps toward better health.
- **Youth Health:** Seventeen percent of Delaware teens are obese, and fewer than half are active at least five days a week. Through sports, camp, swim lessons and afterschool programs, the Y helps young people build healthy habits, confidence and lifelong connections.
- **Diabetes Prevention:** Diabetes rates in Delaware have tripled since the early 1990s. The YMCA's Diabetes Prevention Program provides coaching, peer support and practical lifestyle changes that can lead to lasting weight loss and improved health.
- **Cancer Recovery:** Delaware ranks 13th nationally for cancer incidence. LIVESTRONG at the YMCA helps survivors regain strength, confidence and connection through free fitness coaching and peer support.

At the YMCA of Delaware, we believe everyone deserves the opportunity to live a healthier life, regardless of age, background or income. Through prevention, education and compassionate support, we are helping Delaware communities take meaningful steps toward lasting health.

**WITH YOUR SUPPORT, WE CAN MOVE DELAWARE TOWARD BETTER HEALTH,
ONE PERSON, ONE FAMILY, AND ONE NEIGHBORHOOD AT A TIME**