



SPONSORSHIP DEADLINE

For inclusion in major marketing:
Friday October 17

AD DEADLINE & DETAILS

- Collateral Deadline:
- Friday October 17
- Banner Size: 36" x 60"

EVENT AD SIZE

- Full-Page Ad: 5" W x 8" H
- Half-Page Ad: 5" W x 4" H
- Acceptable formats: PDF, JPG, TIFF files must be high
- Resolution (300 dpi or higher)

BOAT ENTRY DEADLINE

Interested in entering a
boat for your group? Entry
deadline is Saturday,
November 8.



CONTACT INFORMATION

John Rice
Executive Director
Dover YMCA
JRice@Ymcade.org



DOVER YMCA CARDBOARD BOAT REGATTA

Saturday, November 15 | 4 PM

What is a boat regatta?

Using only cardboard and duct tape, families will build a boat to paddle the length of the Dover Y Pool! They will be provided at home activities to foster family togetherness and STEM based learning. On Race Day, we will host activities and information tables throughout the facility, with the feature races!

Resources and community information featuring water safety information will be available as we fundraise for free community Water Safety programs.

PRIZES! EXCITEMENT! SUSPENSE! (WILL IT FLOAT?)

5 PRIZE CATEGORIES:

1. Best Design: colorful, fun, has a name, etc
2. 1st place in heat
3. Champion in final heat
4. Davey Jones Locker
5. Most Spirit (overall theme)



SPONSORSHIP LEVELS

YOUTH ADVOCATE & SAFETY CAPTAIN (\$250-\$500)

Supports 5-10 children with water safety skills—building trust, confidence, and the ability to stay safe in and around the water.

WATER WARRIOR (\$1,500)

Provides essential water safety training to an entire class, equipping 10 kids with the strength and self-rescue skills they'll carry for life.

TIDE CHANGER (\$2,500)

Empowers 50 students at a partner school or community site, creating ripples of confidence across our community.

WAVE MAKER (\$5,000+)

Lifts up 100 children from the Y or one of our partner organizations, delivering critical water safety skills that reduce risk and create lasting opportunity.

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CONTACT

Please reach out to Jrice@Ymcade.org to learn more about becoming sponsor.

WATER WISE

Safe Swimmers & Communities

Why Water Wise?

EVERY CHILD DESERVES TO BE WATER SAFE

With 381 miles of tidal shoreline, Delaware's waterways offer adventure but also real danger. Many children, especially in under-resourced communities, lack basic swim and water safety skills, putting them at serious risk.

DID YOU KNOW?

- Drowning is the #1 cause of death for children ages 1-4
- Due to systemic barriers to access, nearly 60% of Black and Latino youth haven't had the chance to learn water safety skills.
- Access to lessons reduces the risk of drowning by up to 88%

EMPOWERING YOUTH & SAVING LIVES

The YMCA of Delaware's Water Wise program is dedicated to preventing drowning by offering free water safety lessons to children ages 3-17. Prioritizing underserved communities across Delaware, Water Wise equips kids with critical skills to stay safe in and around water.

Over 14,000 children served since the program's launch
955 children reached in 2024 with 1,000+ expected in 2025
Equity-focused, evidence-based, and community-rooted
Delivered at YMCA pools in partnership with our local schools, community partners, and families

What does my sponsorship support?

The Cardboard Boat Regatta is a community event as part of the Dover Y 400-- initiative to positively impact over 400 lives in Dover this year through hosting:

- Targeted programs addressing specific community needs
- Community-focused events that foster connection
- Financial assistance for community members in need

Proceeds of the Regatta will go towards our Safety Around Water Program known as Water Wise.



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Benefits:	WAVE MAKER \$5,000 +	TIDE CHANGER \$2,500	WATER WARRIOR \$1,500	KICK STARTER \$1000	YOUTH ADVOCATE \$500	SAFETY CAPTAIN \$250
Admissions tickets & optional boat entry	✓ 20 tickets	✓ 20 tickets	✓ 10 tickets	✓ 10 tickets	✓ 5 tickets	✓ 5 tickets
Ads: Included in event marketing (flyers, email, etc) plus highlight social media post. Ad and event day signage.	✓ Full Page	✓ Full Page	✓ 1/2 page	✓ 1/4 page	✓ 1/4 page	
Tabling opportunities in 2026	✓ 4 tablings	✓ 2 tablings	✓ 1 tabling	✓ 1 tabling		
Banner at pool (36 X 60)	✓ 2 year	✓ 2 year	✓ 1 year			
Corporate Membership: monthly certificates that business can distribute	✓ (30 certificates)	✓ (14 certificates)	✓ (6 certificates)			