



Y ADVENTURE LAB

PARTNER WITH US

DESTINATION ADVENTURE

Our goal has always been simple...empower kids to be more active outdoors! As a Y Adventure Lab mission partner, you share in the commitment to build confidence and community through fun and original outdoor experiences.

STRONGER KIDS

Partnering with Y Adventure Lab aligns your organization with the YMCA, a recognized leader in youth development and wellbeing.

STRONGER FAMILIES

Join a powerful initiative that empowers kids to be active and resilient, promotes social-emotional learning, and brings families and communities together.

STRONGER TOGETHER

Become a champion for equity in the outdoors by helping us say YES to kids and families experiencing barriers to access.



Y Adventure Lab offers original outdoor experiences year-round, including:

- **Unlock It!** self-guided scavenger hunt
- **Kidarod**
- **ForEverest**
- **BreakAway**
- **Resilinator**



SPONSOR BENEFITS

Partnering with Y Adventure Lab through our unique sponsorship opportunities lets you build brand equity and consumer loyalty while investing in your commitment to social responsibility. We provide extensive pre-event promotion to a YMCA of the North member audience of 165,000 unique email subscribers, strong media/PR coverage in the Twin Cities, and targeted outreach to partner organizations.

	Presenting Sponsor \$20,000	Supporting Sponsor \$15,000	Nature Ambassador \$10,000	Community Advocate \$5,000	Outdoor Explorer \$1,000	Friend of Adventure \$500	Vendor Only \$350 (limited spots available)
Top billing in Email Promotion	x						
Inclusion in all promotion	x	x					
Inclusion in select promotion			x	x	x		
Social Media Posts	All	All	Select	Select	Select		
Logo on Website	x	x	x	x	x	x	
Event presence with space for branded tent or activation	x	x	x	x			
Event presence with table					x	x	x
Complimentary Registrations	30	20	10	5	3	1	
Logo on swag item	x	x	x				

**Sponsorship levels are suggested amounts and may be customized as needed*



LEARN MORE

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