



TREASURE VALLEY
FAMILY YMCA

RACE SERIES SPONSORSHIP CATALOG



CARING | HONESTY | RESPECT | RESPONSIBILITY

YMCA CAUSE & MISSION

For over 134 years, the Treasure Valley Family YMCA has been a cornerstone of our community; welcoming all, nurturing youth, strengthening families, and improving the health and well-being of tens of thousands across the region.

Every day, our Y opens its doors to people of all backgrounds, ages, and abilities. We serve as a safe haven for children, a wellness partner for adults, and a support system for families. Our programs respond directly to the challenges our community faces.

OUR MISSION
WE STRENGTHEN THE FOUNDATIONS OF COMMUNITY BY DEVELOPING SUCCESSFUL YOUTH, ENGAGING PEOPLE IN HEALTHY LIVING, AND INSTILLING A COMMITMENT TO SOCIAL RESPONSIBILITY.

WHAT WE DO:

- Youth Development: Safe, nurturing programs for children and teens to learn, play, and succeed.
- Healthy Living: Wellness initiatives for all ages: Fitness, health education, and disease prevention.
- Social Responsibility: Accessible childcare, financial assistance, and support for underserved communities.

When you give to the Treasure Valley Family YMCA, you help ensure everyone, regardless of age, income, or background, has the opportunity to learn, grow, and thrive. Your support powers scholarships for children to attend camp, sustains chronic disease prevention programs for adults, and enables outreach that brings vital services to underserved neighborhoods. No one is turned away due to inability to pay and 1 in 4 members and participants receive financial assistance.

AUDIENCE & VISIBILITY:

- We operate 4 full-service branches, a 440-acre summer camp, an older adult community center (Hub), and over 30 child development sites
- More than 200,000 youth and families are served across programs and facilities annually
- 33,000 Monthly website views
- 317K Facebook & 33K Instagram imprints, with average post engagement of 13,500 users
- 65,000 Printed materials distributed to members annually
- 15,000 Race participants wear branded materials across the community annually



YMCA RACE SERIES

With 8 fun runs and competitive races held annually, the YMCA Race Series creates vibrant, community-building experiences that unite people of all ages and fitness levels in the shared pursuit of health and achievement.

These events celebrate wellness in a family-centered, inclusive environment, making them a beloved tradition for many. With over 12,500 participants each year, Y races offer unmatched brand visibility and authentic community engagement for sponsors looking to align with positive values and a healthy, connected audience.

ST. PATRICK'S DAY

March 14, 2026 | 1,250 Participants

Presented by:



EASTER 5K

APRIL 4, 2026 | NEW EVENT!

Presented by:



YMCA TREASURE VALLEY TRIATHLON

June 6, 2026 | 600 Participants

Presented by:



FAMOUS IDAHO POTATO MARATHON

May 16, 2026 | 3,500 Participants

Presented by:



TOBIN BOLTER MEMORIAL KIDS' DUATHLON

September 12, 2026 | 400 Youth

HALLOWEEN RUN

October 24, 2026 | 1,500 Participants

Presented by:



HARRISON CLASSIC

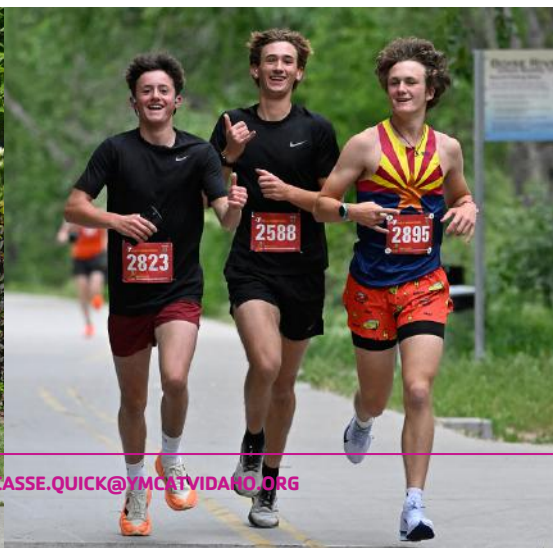
October 4, 2026 | 1,100 Youth

Presented by:



YMCA CHRISTMAS RUN

December 19, 2026 | 2,500 Participants



Sponsor Benefits	\$15,000	\$10,000	\$5,000
Banners displayed at start and finish of course (2 total)	✓	✓	✓
Logo on race shirts	✓	✓	✓
Logo on all posters and other printed materials (Postcards when appropriate)	✓	✓	✓
Booth space (Located at run finish fair)	✓	✓	✓
Click through logo on RunSignup website and in races and events emails	✓	✓	✓
Access to advertise and showcase your promotions, coupons, and special offers on our brand-new Member Benefits Promotion page.	✓	✓	✓
Inclusion of swag or advertising in registration packets	✓	✓	
Logo in all 4 YMCA branch lobby monitor slide shows (For remainder of 2025 year)	✓	✓	
Additional banners displayed along course	✓		
Inclusion in paid media promotions on KTVB & Radio 107.9 Lite FM	✓		
Mentions as sponsor by race announcer the day of race	6	4	2
Race entries, per event	10	5	2
Dedicated social media posts on all 4 YMCA social media accounts: Downtown YMCA FB and IG & Races and Events FB and IG Accounts	6	4	2

RACES SERIES + RACE TITLE SPONSORSHIP

Investment of \$25,000

Top-tier recognition across the entire race series, plus a dedicated title SPONSORSHIP for one race.

Title sponsorship offers the highest level of visibility and recognition for your brand. As the title sponsor, your name is prominently associated with the race, ensuring it's front and center in all marketing materials, media coverage, and event signage. The return on that investment is significant and is proven to deliver long-term, meaningful results. It's a unique opportunity to make a lasting impact, drive community engagement, and enhance brand loyalty. Title Sponsorship includes recognition across the comprehensive race series with all the top-tier benefits, plus the following benefits for your title race:

Race is "Presented by" your brand	✓
Predominant logo on race shirts	✓
Logo on race bibs	✓
Predominant logo on all posters and other printed materials	✓
Public address to participants at start and finish of race event	✓
Title Race Entries	20

Additional Full Race Series Benefits:

- Banners displayed at the start and finish of race courses (2 Total)
- Logo on race shirts
- Logo on all posters and other printed materials (Postcards when appropriate)
- Booth Space (At packet pickup and race fair)
- Click through logo on YMCA website, RunSignup website, and in races and events emails
- Inclusion of swag or advertising in registration packets
- Logo in all 4 YMCA branch lobby monitor slide shows (For the remainder of 2025)
- Additional banners displayed along the race courses
- Inclusion in paid media promotions on KTVB & Radio 107.9 Lite FM
- Access to advertise and showcase your promotions, coupons, and special offers on our brand-new Member Benefits Promotion page
- 6 mentions as a sponsor by the race announcer on the day of each race
- 10 Race entries, per events other than your title-sponsored race
- 6 Dedicated social media posts on all 4 YMCA social media accounts: Downtown YMCA FB & IG and Races and Events FB & IG Accounts

SINGLE RACE SPONSORSHIP

Benefits Starting at \$500

This special sponsorship is designed for businesses with a big heart and a passion for supporting the YMCA's mission, yet with a smaller capacity for upfront donations. This entry-level opportunity focuses on long-term growth and building a lasting partnership.

We deeply appreciate support of any amount and have created this sponsorship opportunity in that spirit, welcoming every contribution as a valued step toward our shared mission. With every \$500 increment, sponsors select one benefit a la carte, customizing their involvement to best fit their goals. Your company's logo will be proudly featured on race shirts, showcasing your commitment to health, community, and team spirit.

This sponsorship is about investing in a meaningful journey with the YMCA, increasing participation over time, and growing your impact as part of our race series community.

BENEFITS AVAILABLE:

- Banners displayed at the start and finish of the course (2 Total)
- Booth Space (At Finish Race Fair)
- Click through logo on the RunSignup website, and in races and events emails
- Inclusion of swag or advertising in registration packets
- Logo in all 4 YMCA branch lobby monitor slide shows (For the remainder of 2025)
- 5 race entries
- Dedicated social media post on 4 YMCA social media accounts: Downtown YMCA FB and IG & Races and Events FB and IG Accounts
- Access to advertise and showcase your promotions, coupons, and special offers on our brand-new Member Benefits Promotion page



YMCA Race Details

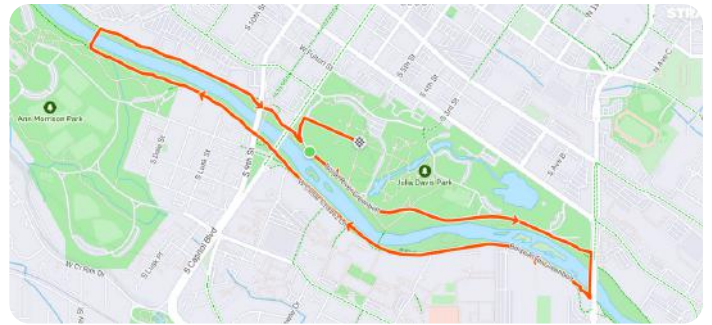
ST. PATRICK'S DAY RUN

March 14, 2026 | 1,250 Participants

Feel the luck of the Irish as you race along the Greenbelt in a 5K or 1 Mile Leprechaun Dash. This event features costumes, music, and family fun.

START TIME: 10 a.m.

START/FINISH: Julia Davis Park/Bandshell



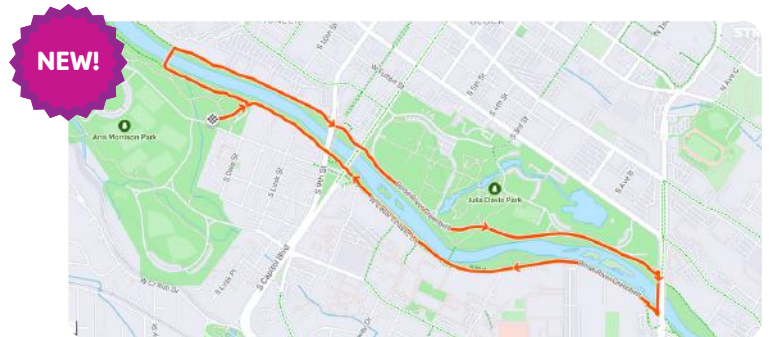
EASTER RUN

April 4, 2026 | NEW EVENT!

This family-friendly run will ring in the Spring with fun for the whole family on a scenic 5K or 1-mile run along the Boise Greenbelt.

START TIME: 10 a.m.

START/FINISH: Ann Morrison Park/Old Timers Shelter



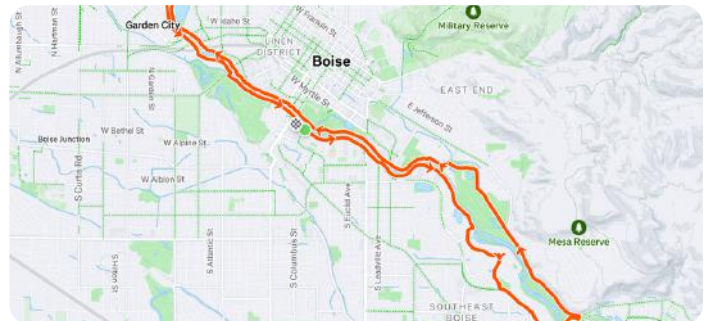
FAMOUS IDAHO POTATO MARATHON

May 16, 2026 | 3,500 Participants

Our biggest race of the year with a 5K, 10K, half, and full marathon! The Famous Idaho Potato Marathon is a unique opportunity to experience Boise's scenic beauty on a well-organized, supportive course.

START TIME: 7 a.m. Full/ 8 a.m. Half/ 10 a.m. 5 & 10K

START/FINISH: Morrison Center



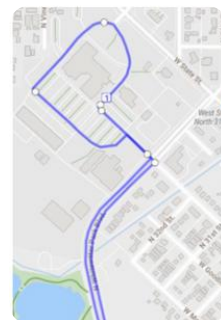
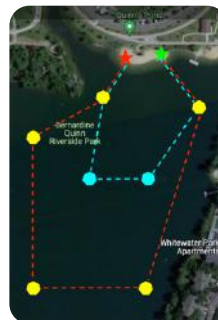
YMCA TREASURE VALLEY TRIATHLON

June 6, 2026 | 600 Participants

The largest adaptive triathlon in the western US, this crit-style race offers a Quinn's Pond swim, a scenic bike ride through Garden City, and a run on the greenbelt at Ester Simplot Park.

START TIME: 9 a.m.

START/FINISH: Ester Simplot Park



YMCA Race Details

TOBIN BOLTER MEMORIAL KIDS' DUATHLON

September 12, 2026 | 400 Youth Participants
This duathlon is designed for kids 14 and under with race distances tailored to each age group, giving every child the chance to build confidence in a supportive, high-energy environment.

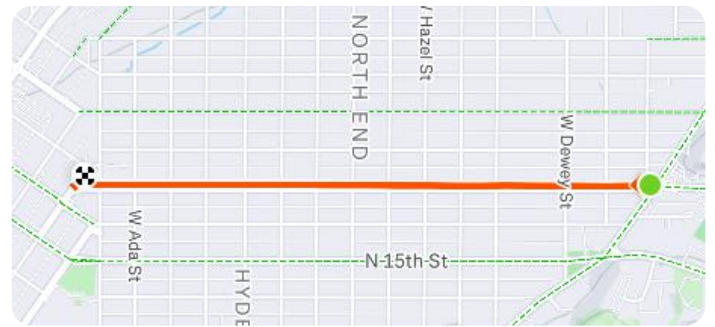
START TIME: 9 a.m.
START/FINISH: Ada-Eagle Bike Park



HARRISON CLASSIC

October 4, 2026 | 1,100 Youth Participants
Kids 14 and under take a jog down Boise's scenic Harrison Boulevard in a one-mile kids run/walk that is all-inclusive and family-friendly.

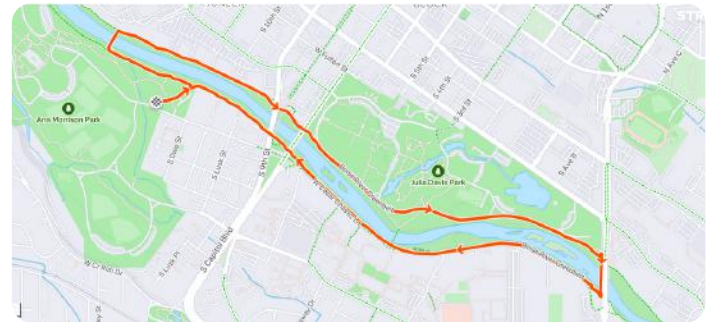
START TIME: 3 p.m.
START/FINISH: 17th & Good Streets/ McCauley Park



HALLOWEEN RUN

October 24, 2026 | 1,500 Participants
Our runners trick out their costumes and treat themselves to a ghoulish-good time with the Monster Mile or Freaky 5k course and run

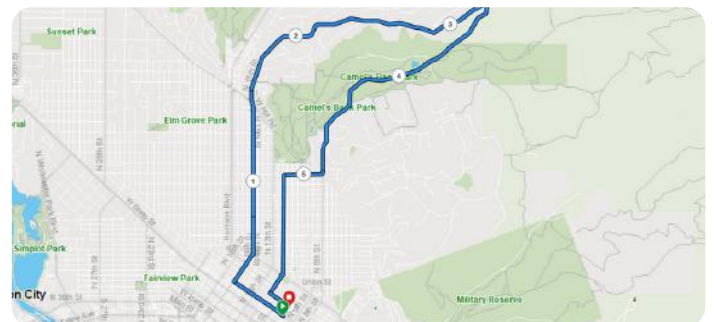
START TIME: 10 a.m.
START/FINISH: Ann Morrison Park/ Old Timers Shelter



YMCA CHRISTMAS RUN

December 19, 2026 | 2,500 Participants
It's always the most wonderful time of the year at the YMCA Christmas Run! Families celebrate the holiday season by running or walking together in a 1-mile, 2-mile, or 6-mile course.

START TIME: 10 a.m.
START/FINISH: Boise High School



SPONSOR TEAM IDAHO YOUTH TRACK AND FIELD

Want to instill a love of running in our local youth and support the next generation of track and field superstars? Contact us to learn more.



CONFIRMING YOUR SPONSORSHIP:

To confirm your sponsorship, a simple signed agreement between your business and the Treasure Valley Family YMCA is all that's needed. Once signed, the agreement outlines the full scope of benefits, joint marketing efforts, and expectations for the event or program you're supporting.

FLEXIBLE PAYMENT OPTIONS:

We understand that every organization has unique budgeting needs. We are happy to accommodate installment schedules that meet your capacity. Just let us know your preferred timeline during the agreement process, and we'll work with you to ensure your contribution is fulfilled in a way that fits your organization.

RECEIPT & TAX DOCUMENTS:

All monetary and in-kind contributions will be acknowledged with a receipt from the YMCA. For in-kind gifts, donors must provide the fair market value of the item or service, which will be reflected in the acknowledgment.

Receipts serve as official documentation for tax purposes. Please consult with your tax advisor regarding the deductibility of your gift. If you need an additional copy of your receipt or have questions, our team will be happy to assist.

BANNERS:

The YMCA is honored to handle the storage and display of brand banners for events. Sponsors are responsible for sourcing, printing, and delivering their banners according to the specified dimensions (3 by 8 feet with medal grommets at the 4 corners and middle). The banner must be submitted to the YMCA at least 10 days before race day to ensure it is included. After the event, the YMCA will store the banner for use at future races throughout the remainder of the year.

SOCIAL MEDIA POLICY:

The Treasure Valley Family YMCA recognizes sponsors on official social media only through thank-you posts that highlight community support while avoiding promotional advertising, pricing, or endorsements. All sponsor recognition is created and scheduled by YMCA Marketing to ensure alignment with our mission, brand standards, and campaign priorities. While the Y does not post promotional content, we may selectively like, comment on, or share sponsor posts that feature our partnership, using mission-aligned and neutral language. All social media recognition and engagements are at the discretion of YMCA Marketing.

TO BEGIN, SIMPLY REACH OUT TO YOUR YMCA CONTACT:

CASSE QUICK
DIRECTOR OF PARTNERSHIPS

 (208) 344-5520 X330
 CASSE.QUICK@YMCATVIDAHO.ORG



YMCAT VIDAHO
10K - 5K
October 5, 2024

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October 5, 2024
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