



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CHINATOWN YMCA 46th ANNUAL CCHP LUNAR NEW YEAR RUN

Presented by Amazon

YEAR OF THE DRAGON

MARCH 3rd, 2024



SPONSORSHIP PACKET



CCHP LUNAR NEW YEAR RUN 2024

CHINATOWN YMCA



2024 is the Year of the Dragon, known for its authority, prosperity and good fortune. Like the Dragon, the Chinatown YMCA embodies these qualities by being a consistent leader and voice in San Francisco's Asian American and Pacific Islander community during these challenging times and never giving up on the youth, families, and seniors who need us the most.

Now in its 46th year, the CCHP Lunar New Year Run gives participants a rare opportunity to run through San Francisco Chinatown's historic (and hilly) streets, taking in the architecture, scents, and sounds of a bustling and vibrant community. And for those that prefer to participate virtually, the CCHP Lunar New Year Run will again offer a virtual race to include our friends and partners from across the globe.

As a sponsor of the 46th Annual CCHP Lunar New Year Run, you have a unique opportunity to engage with your employees as well as thousands of participants by showing them your commitment to both community impact and the importance of health and wellness. Proceeds from this event will support youth and teen programs, social services for low-income families, and financial assistance to make the Chinatown YMCA's programs accessible to all.

Together, let's create a bold vision for the future – then make it a reality.

A future where every child is inspired and prepared for success.

A future where every member of our community thrives.

A future where the world is a safe and equitable place for everyone.

With your support, we will continue to fight for better futures for every member of our community for generations to come.



OUR DEDICATION TO SERVING THE COMMUNITY



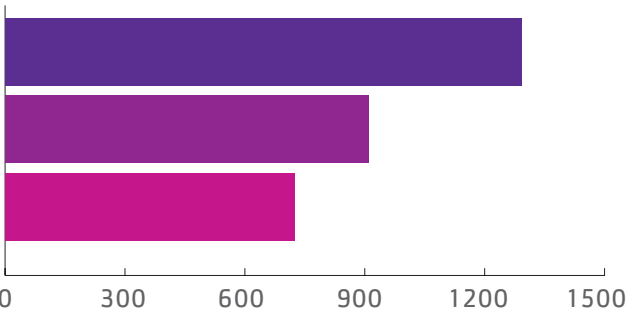
WHO WE ARE

For more than 100 years, the Chinatown YMCA has been serving the San Francisco community through a wide range of programs that promote a strong sense of family, togetherness, and well-being. As a volunteer-focused and service-driven non-profit organization, our programs depend deeply on the generosity of your sponsorship.

This event in itself is a part of Chinatown's history. Introduced as the Marathon Run through the streets of Chinatown in 1922, the run was later introduced as the Chinatown Run in 1978 and continues today as the Chinatown YMCA Lunar New Year Run.



WHO WE SERVE



- 1,293 YOUTH & TEENS (0 - 17)
- 725 SENIORS (65+)
- 910 ADULTS (18 - 64)

2,928 TOTAL PARTICIPANTS



YOUTH DEVELOPMENT

We provide youth and teens with safe spaces for out-of-school time enrichment programs such as summer camp, after-school programs, tutoring programs, college preparation and career workshops, and our Teen Culinary Academy.



HEALTHY LIVING

From swim lessons and martial arts classes for youth to Tai Chi and health workshops for adults, our financial assistance program ensures that everyone at every age, including our most isolated families and seniors, has access to the supports they need to maintain healthy lifestyles.



SOCIAL RESPONSIBILITY

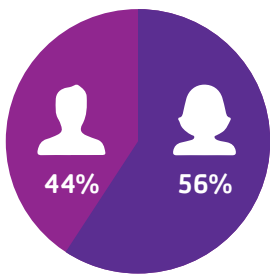
With our SF-Marin Food Bank collaboration, Service Connector program, and programs dedicated to our mono-lingual Chinese speaking parents and seniors, we combat social inequality, heal wounds caused by ideological polarization, and alleviate the effects of growing economic divides.

YOUR SPONSORSHIP MARKETING AUDIENCE

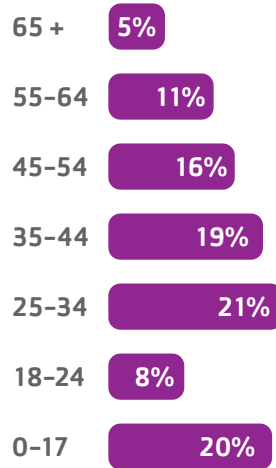


DIVERSITY OF RUNNERS

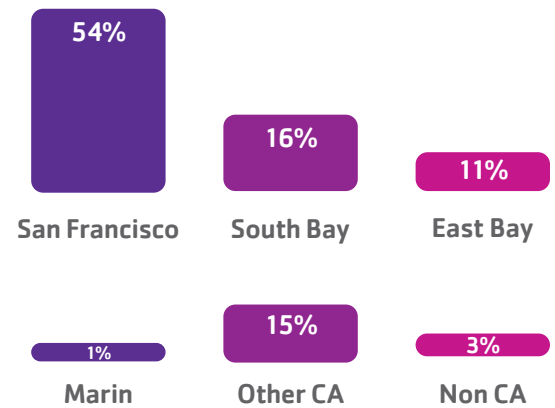
GENDER



AGE



PLACE OF RESIDENCE



SPONSORSHIP PACKAGES



BENEFITS

DIAMOND
\$8,000

PLATINUM
\$6,000

GOLD
\$3,000

SILVER
\$1,500

PRE-EVENT

Sponsor Company Name and Logo on Website	✓	✓	✓	✓
Logo Placement on Marketing Email and Poster	✓	✓	✓	✓
Recognition on Social Media (Facebook, Twitter, Instagram, LinkedIn)	✓	✓	✓	✓

DURING EVENT

Complimentary Race Registration	Up to 10	Up to 8	Up to 4	Up to 2
Logo Placement on Tee	✓	✓	✓	
Logo Placement on Virtual Goodie Bag	✓	✓	✓	
Premium Logo Placement on Tee	✓	✓		
Special Mention in Communication Emails to Runners	✓	✓		

POST EVENT

Post-Race Logo Placement on Emails to Runners	✓	✓	✓	✓
Post-Race Recognition on Social Media (Facebook, Twitter, Instagram, LinkedIn)	✓	✓	✓	✓
Sponsor Certificate	✓	✓	✓	
Sponsor Plaque	✓	✓		
Recognition on Event Video	✓			

RUN AS A CORPORATE TEAM

\$750 - Includes 10 Basic Packages (in-person or virtual race registration, t-shirt, finisher medal), company logo placement on website, and acknowledgement on race day announcements.

*Registration code will be provided after signing up as a Corporate Team.

CUSTOMIZE YOUR SPONSORSHIP

Contact: **Brooke Bray**
at bbray@ymcasf.org



CONTACT

For more information, visit ymcasf.org/LNYRun

GENERAL RACE QUESTIONS

DENISE HUNG, Race Director
dhung@ymcasf.org

SPONSORSHIP QUESTIONS

BROOKE BRAY, Director of Donor Relations
bbray@ymcasf.org

VOLUNTEER QUESTIONS

LUCHI BOYLE, Senior Director of Engagement
lboyle@ymcasf.org

