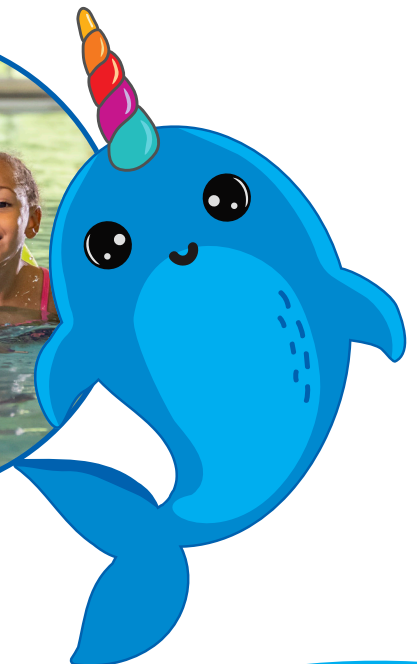


SAFETY AROUND WATER WEEK

Let's Make RVA SAFE AROUND WATER

MAY 19-25, 2025

SPONSORSHIP
PACKAGE





SAFETY AROUND WATER WEEK

MAY 19-25

Let's Make RVA Safe Around Water

Safety Around Water Week is a community-driven initiative dedicated to water safety and swim education.

IMPACT

- » Engaging over **3,000 community members** through in-water and dryland swim instruction
- » Mobilizing over **100 volunteers**
- » **300+ FREE hours** of swim instruction at **13 YMCA pools**
- » **400+ hours** of dryland education at **14 YMCA Child Watch** and **46 Youth Development sites**
- » Investing in drowning prevention at an estimated value of over **\$125,000**

ACTIVITIES

Swim Lessons

Monday-Thursday: 5:30-8 p.m.
Saturday-Sunday: 9 a.m.-1:30 p.m.

Dryland Safety Lessons available in:

» Child Watch

Monday-Friday: 10 a.m. and 6 p.m.
Saturday-Sunday: 10 a.m.

» Youth Development

Monday-Friday: After School

PREVENTING DROWNING THROUGH EDUCATION

With a mission to reduce drowning risks, Safety Around Water Week provides structured swim lessons and dryland educational sessions, reaching over 3,000 individuals. By equipping participants—especially those from underserved communities—with essential water safety skills, this initiative raises awareness and fosters a culture of safety around water.

EMPOWERING COMMUNITIES THROUGH VOLUNTEER ENGAGEMENT

Volunteers play a crucial role in the success of Safety Around Water Week. Their dedication strengthens the program's operations, deepens community connection and promotes the importance of water safety education to prevent drownings in our community.

EXPANDING OUR IMPACT THROUGH PHILANTHROPY

Corporate and community sponsorships help extend the reach and quality of our program. By securing partnerships, we minimize operational costs and maximize the campaign's impact, ensuring more individuals have access to life-saving water safety education. Together, we are creating lasting, sustainable change in drowning prevention.



SCAN THE QR CODE
TO GIVE, VOLUNTEER
AND LEARN HOW YOU
CAN BE A SWIMBASSADOR





SPONSORSHIP OPPORTUNITIES



Annual Water Watcher Tags



SWIMBASSADOR IMPACT PARTNER \$10,000

- › Logo Signage
- › T-shirt, Bookmarks, Certificates
- › Annual Water Watcher Tags
- › Website Recognition
- › Social Media Features

SWIMBASSADOR INVESTOR \$5,000

- › Logo Signage
- › Annual Water Watcher Tags
- › Website Recognition
- › Social Media Recognition

SWIMBASSADOR PARTNER \$2,500

- › Logo Signage
- › Website Recognition
- › Social Media Recognition

SWIMBASSADOR CONNECTOR \$1,000

- › Logo Signage
- › Child Activity Book





SAFETY AROUND WATER WEEK

SPONSORSHIP FORM

SPONSORSHIP LEVEL (Check one):

☐

Swimbassador Impact Partner
\$10,000

☐

Swimbassador Investor
\$5,000

☐

Swimbassador Partner
\$2,500

☐

Swimbassador Connector
\$1,000

CONTACT INFORMATION

Business Name (if applicable) _____

Contact Name _____

Address _____ City _____ Zip _____

Preferred Phone Number (____) _____ E-mail _____

Table Signage Recognition _____

PAYMENT OPTIONS

☐ Enclosed is my check.

Check payable to: **YMCA OF GREATER RICHMOND**, 201 West 7th Street, Suite 110, Richmond, VA 23224

☐ Please bill me at the address above for my sponsorship.

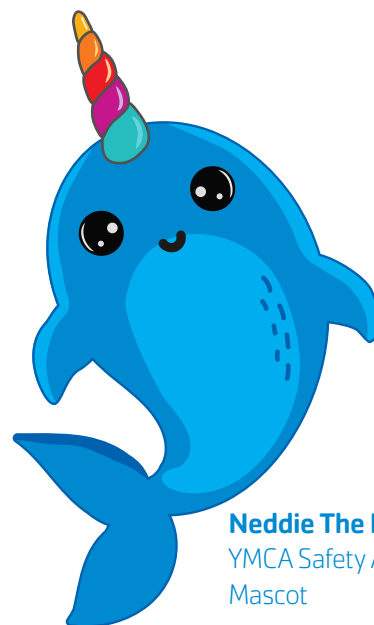
☐ I will pay online at ymcarichmond.org



SCAN TO BECOME
A SPONSOR



SCAN TO BECOME
A VOLUNTEER



Neddie The Narwhal
YMCA Safety Around Water
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