



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2023 MISSION PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

Fewer than 4,000 people have made it to the summit of Mount Everest, the tallest mountain on Earth at 29,029 feet and the most epic climb in the world. To simulate what it's like on Everest, the YMCA has created **ForEverest**—a journey that starts at basecamp and leads to the summit. **ForEverest** is for kids, adults and seniors aged 5-99 of all abilities.

the YMCA

FOREVEREST™
CAMP EDITION

WEST **EAST**

MAY 7TH **MAY 21ST**
12PM - 4PM 12PM - 4PM

CAMP IHDUHAPI, LORETTO, MN **CAMP ST. CROIX, HUDSON, WI**

ROCK WALL | HILL CHALLENGE | FUELING STATION (SNACKS!)
SCAVENGER HUNT HIKE | CUSTOM SWAG | AGES 5 - 99

RESERVE YOUR SPOT TODAY @ WWW.YMCANORTH.ORG/ADVENTURE_LAB

Promotion

Y Adventure Lab provides extensive pre-event promotion to a Y 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. Promotion for this event begins mid-March, 2023.

YMCA OF THE NORTH

651 Nicollet Mall, Suite 500, Minneapolis, MN 55402
P 612 371 9622 F 612 371 9967 W ymcanorth.org



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Mission partnership/sponsorship opportunities

A variety of partnership marketing opportunities are available. Call 612-465-0580 or email Cari Nesje at cari.nesje@ymcanorth.org to discuss creative and customizable options that fit your business marketing and community engagement goals.

Choose Your Activation

Presenting Sponsor	\$25,000 (one available)
Supporting Sponsor	\$15,000 (two available)
Nature Ambassador	\$10,000
Community Advocate	\$5,000
Outdoor Explorer	\$1000
Friend of Adventure	\$500
Vendor only (tent/truck)	\$350 (limited spots available)

Who Comes to ForEverest?

This event attracts 1500 participants including:

- families with school-age kids
- adults who climb solo or with friends
- active seniors who love a challenge
- multi-generational families who want a fun outdoor activity to do with grandparents, parents, and grandkids
- colleagues who like to bond outside of work
- sports teams who like to cross-train together
- outdoor fitness and adventure enthusiasts
- ForEverest also boasts about 100 volunteers who are often employees of sponsor organizations.

**Y Adventure Lab's mission:
To create outdoor experiences that build confidence and community.**



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