KETCHUM-DOWNTOWN YMCA

STAIR CLIMB
FOR LOS ANGELES

SATURDAY, OCTOBER 2, 2021
LA MEMORIAL COLISEUM

ymcaLA.org/stairclimb
STEP UP FOR THE COMMUNITY!
Join us on Saturday, October 2nd at the iconic Los Angeles Memorial Coliseum for the 2021 Stair Climb. Your team will conquer the stairs, bond with each other, and even participate in a little friendly competition, all while helping the community! After reaching the finish line, climbers enjoy a stadium-worthy celebration, complete with family activities, food, music, and a beer garden.

IMPACT
Participating in the Stair Climb feels great. All of the money raised is invested directly in programs that support the Los Angeles community. With funds raised from the Stair Climb, the Ketchum-Downtown Y operates free and low-cost programs for youth, including teen engagement programs that cultivate our future leaders, youth sports so every kid can experience the joy of sports, and summer camps (both day and overnight) that fill children with the wonder of new experiences.

SPONSOR HIGHLIGHTS
Sponsor highlights include:
- Marketing opportunities & brand exposure
- Employee participation & engagement
- Reserved start time for large groups
- Product sampling & booth space
- Year-round community involvement

Each participant receives:
- 1 Stair Climb T-shirt
- 1 reusable Stair Climb for Los Angeles goody bag
- 1 Finisher’s medal
- Access to the main event at the Los Angeles Memorial Coliseum
- Access to an additional VIP practice climb in the US Bank Tower

Consult the benefits chart to find a level that works for you — custom levels also are available.

STATS
| Participants | 4,000 |
| Spectators  | 5,000 |
| Facebook Followers | 3,360 |

Age
- 3% 8–19 years old
- 21% 40–49 years old
- 25% 20–29 years old
- 11% 50–59 years old
- 37% 30–39 years old
- 3% 60+ years old

Gender
- 54% Male, 46% Female
# STAIR CLIMB FOR LOS ANGELES
## 2021 BENEFITS CHART

**ALL sponsors receive:**
- Access to the VIP practice climb in the US Bank Tower prior to the event
- Recognition on event T-shirt (logos for $5,000+), due 8/13
- Opportunity to include a branded item in 4,000 goody bags, due 9/23
- Logo in event-website scrollbox
- Recognition on annual YMCA Donor Wall
- Pre-Climb Sponsor VIP Happy Hour invitation for up to 3 company reps

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>COMPLIMENTARY PARTICIPANTS</th>
<th>CEO/REP RECOGNIZED AT OPENING CEREMONY</th>
<th>BOOTH SPACE</th>
<th>SIGNAGE &amp; ACTIVATION OPPORTUNITIES</th>
<th>10-60 SECOND COMMERCIAL FOR JUMBOTRON</th>
<th>SOCIAL MEDIA SHOUT-OUTS</th>
<th>LOGO IN EMAIL FOOTER JUNE-OCT 1-2/MONTH</th>
<th>LOGO IN EVENT BROCHURE</th>
<th>LOGO ON DAY-OF BANNER</th>
<th>ADDITIONAL BENEFITS (In addition to benefits listed above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESENTING SPONSOR $50,000+</td>
<td>180</td>
<td>1-2 Min Speaking Opportunity &amp; CEO/Rep to Fire Kick-Off Confetti Gun</td>
<td>First choice of location</td>
<td>X</td>
<td>Due 9/3</td>
<td>X</td>
<td>X</td>
<td>On Front Due 5/7</td>
<td>Due 8/13</td>
<td>YMCA Courtyard Banners Event Bibs Jumbotron</td>
</tr>
<tr>
<td>SKYRISE SPONSOR $40,000</td>
<td>140</td>
<td>X</td>
<td>X</td>
<td>Due 9/3</td>
<td>X</td>
<td>X</td>
<td>Due 5/7</td>
<td>Due 8/13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMUNITY SPONSOR $25,000</td>
<td>100</td>
<td>X</td>
<td>X</td>
<td>Due 9/3</td>
<td>X</td>
<td>Due 5/7</td>
<td>Due 8/13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RESPONSIBILITY SPONSOR $20,000</td>
<td>80</td>
<td>X</td>
<td>X</td>
<td>Due 9/3</td>
<td>X</td>
<td>Due 5/7</td>
<td>Due 8/13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAIRNESS SPONSOR $15,000</td>
<td>60</td>
<td>X</td>
<td>X</td>
<td>Due 9/3</td>
<td>X</td>
<td>Due 5/7</td>
<td>Due 8/13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RESPECT SPONSOR $10,000</td>
<td>40</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Due 5/7</td>
<td>Due 8/13</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>TRUSTWORTHINESS SPONSOR $7,500</td>
<td>30</td>
<td>X</td>
<td>X</td>
<td>Due 5/7</td>
<td>Due 8/13</td>
<td></td>
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<td></td>
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<tr>
<td>CARING SPONSOR $5,000</td>
<td>20</td>
<td>Due 5/7</td>
<td>Due 8/13</td>
<td></td>
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<tr>
<td>CITIZENSHIP SPONSOR $2,500</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
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ymcaLA.org/stairclimb  stairclimb@ymcaLA.org  213 639 7453
Today’s Date ________/______/______  Company Name _______________________________________________________________________________________________________________________________

Stair Climb Representative(s) – for sponsorship deadlines, climber organization, etc.

Name(s) _____________________________________________________________________________________________________________________________________________________

Email(s) _________________________________________________________________________________________________________________________________________________________________________________________________________________

We would like to join the 28th Annual Stair Climb for Los Angeles as a:

- [ ] Presenting Sponsor–$50,000+
- [ ] Skyrise Sponsor–$40,000+
- [ ] Community Sponsor–$25,000+
- [ ] Responsibility Sponsor–$20,000+
- [ ] Fairness Sponsor–$15,000+
- [ ] Respect Sponsor–$10,000+
- [ ] Trustworthiness Sponsor–$7,500+
- [ ] Caring Sponsor–$5,000+
- [ ] Citizenship Sponsor–$2,500+
- [ ] Custom Level–$________

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th># of Climbers</th>
<th>Start Times*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor–$50,000+</td>
<td>180 VIP Start</td>
<td>Between 9:00 am - 2:00 pm</td>
</tr>
<tr>
<td>Skyrise Sponsor–$40,000+</td>
<td>140 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Community Sponsor–$25,000+</td>
<td>100 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Responsibility Sponsor–$20,000+</td>
<td>80 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Fairness Sponsor–$15,000+</td>
<td>60 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Respect Sponsor–$10,000+</td>
<td>40 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Trustworthiness Sponsor–$7,500+</td>
<td>30 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Caring Sponsor–$5,000+</td>
<td>20 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Citizenship Sponsor–$2,500+</td>
<td>10 VIP Start</td>
<td></td>
</tr>
<tr>
<td>Custom Level–$________</td>
<td>TBD</td>
<td></td>
</tr>
</tbody>
</table>

- [ ] Our company plans to provide giveaways for the goody bag (500–4,000 items).
- [ ] Our logo will be sent via email ASAP (both .eps and .jpeg)  Or  [ ] Please continue to use the logo you have on file.

Payment Information

- [ ] Please send invoice for the amount above (payment will be made by November 30, 2021).
- [ ] Check is enclosed (please make checks payable to Ketchum-Downtown YMCA).
- [ ] Charge this credit card for the amount above:  ☐ Visa  ☐ MC  ☐ AMEX  ☐ Discover

Card # ____________________________________________  Exp. Date ________/_______

Cardholder’s Name ____________________________________________________________  Signature ________________________________

Billing Address __________________________________________________________ City _______________________ State ______ Zip ______

Email To StairClimb@ymcaLA.org

Or Fax To 213-627-8151

Or Mail To
Stair Climb for Los Angeles
Attn: Chelsea Slavich
401 S Hope Street
Los Angeles, CA 90071

Nonprofit Tax ID 95-1644052
STAIR CLIMB FOR LOS ANGELES
2020 SPONSORS

PRESENTING SPONSOR $50,000+
Wells Fargo

COMMUNITY SPONSORS $25,000+
Bank of the West
Herbalife

RESPONSIBILITY SPONSORS $20,000+
Reliance Steel
Union Bank
US Bank

FAIRNESS SPONSOR $15,000+
Latham & Watkins LLP

RESPECT SPONSORS $10,000+
Alston & Bird
Gibson, Dunn & Crutcher
Munger, Tolles & Olson
OneLegacy
Payden & Rygel
Paul Hastings
Pinebridge Investments

IN-KIND
Earthwise

TRUSTWORTHINESS SPONSORS $7,500+
EY
Gensler
JLL

CARING SPONSORS $5,000+
Allen Matkins
Brookfield Properties
Cooperative of American Physicians
Cushman & Wakefield
D.A. Davidson & Co.
Deloitte
DoubleLine
Katten Munchin Rosenman
Mechanics Bank
Sidley Austin
Swinerton Builders (Swinerton Fdn)
UCLA Health

CITIZENSHIP SPONSORS $20,000+
American Realty Advisors
Bel Air Investment Advisors Inc
The Bloc
Comerica Bank
Diamond Generating Corporation
Hathaway Dinwiddie Construction Co.
Jones Day
JP Morgan Chase
Northwestern Mutual
Signature Resolution
Webcor
OUR #LA ASSOCIATES AMAZINGLY COULD STILL JUMP FOR JOY AFTER CLIMBING 1,664 STEPS (75 STORIES) IN SUPPORT OF @YMCASTAIRCLIMB #LOCKTONLIFE

- LOCKTON