

**Sponsorship**

**Ignite Potential.  
Transform Lives.  
Strengthen Our Community.**

**Contact Us**

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**Fredericton YMCA  
*Cycle for Kids***

Presented by Epsilon Y  
Service Club

**Ignite Potential.  
Transform Lives.  
Strengthen Our Community.**

YMCA Fredericton | 570 York St  
October 25, 2025 | 10am - 2pm



# Help ignite potential

For generations, the YMCA has been a place where children and youth feel like they belong — a place where they can move, grow, connect, and thrive. Each year, more than 1,800 young people come through our doors, looking for opportunities to build confidence, make new friends, and discover their potential.

Cycle for Kids, presented by **Epsilon Y Service Club**, is more than a fun, high-energy spin class — it's a meaningful way to help local children access life-changing YMCA programs. Right now, more than 460 children and youth rely on financial support to participate in swim lessons, day camps, youth leadership, and wellness programs that support their physical, emotional, and social well-being.

Families want these experiences for their children. But for many, financial challenges stand in the way. That's where Cycle for Kids makes a difference.

When your organization sponsors Cycle for Kids, you help break down those barriers. You help create moments of joy, growth, and connection. And most of all, you help ensure that every child has a chance to shine — no matter their circumstances.

There are many ways to get involved, and we'd love to find the one that's right for you. To learn more about partnering with YMCA Cycle for Kids, please contact Nat Young at [nat.young@ymcafredericton.org](mailto:nat.young@ymcafredericton.org).



# Did you know?

- ▶ For the past **167** years, the YMCA has been an important part of life in Fredericton. For decades, families have looked to the YMCA to help their children learn to swim, play on a basketball team, perfect their pirouettes and handsprings or enjoy a fun-filled week of summer day camp.
- ▶ At the YMCA, we believe every child deserves the chance to belong, connect and experience the joy of movement. Every child deserves the chance to make friends, increase their confidence and build their resilience. Every child deserves the chance to reach their full potential.
- ▶ **20%** of children in the Fredericton region face significant economic barriers to well-being.
- ▶ Of our youth YMCA members, **1 in 4** would not otherwise be able to access the YMCA without financial assistance.

**All funds raised stay local to your Fredericton YMCA , supporting low-income children and at-risk youth with free or subsidized membership and access to registered programs and leadership programs - all at no cost to the family.**

**YOU can help make a difference in a child's life by supporting Cycle for Kids.**



## You can be the spark

- ▶ Align with the largest child and youth serving charity in Canada, the YMCA
- ▶ Be recognized through a locally targeted promotional campaign before, on and after the event day
- ▶ Join our high-energy community team-building event - as an individual or a team
- ▶ Increase awareness of your organization's commitment to the community
- ▶ Encourage family health and fitness through your participation in YMCA events
- ▶ Get involved with volunteer and engagement opportunities for your employees
- ▶ Make a significant impact in the lives of some of the most vulnerable families in our community



## Your Support, Your Impact

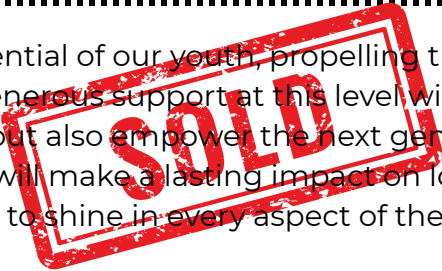
### Become a part of something bigger and ignite positive change

Your sponsorship will help improve essential resources, programs, and a place to belong for local at-risk youth. All YMCA Fredericton programs and services are subsidized or free to those who need them most.

#### Shining Star

We proudly announce **Epsilon Y Service Club** as the presenting sponsor.

Ignite the potential of our youth, propelling them towards a brighter future. Your generous support at this level will not only spark the light of inspiration but also empower the next generation of leaders. This commitment will make a lasting impact on local children and youth, allowing them to shine in every aspect of their lives.



#### Handlebar Hero

**\$5,000**

Steer our youth in the right direction with this impactful sponsorship. Your support at this level paves the way for young leaders as they embark on a journey of growth and discovery. This visionary contribution will directly support youth leadership development programs and strength training opportunities for 40 local youth, equipping them with confidence, skills, and lifelong healthy habits.

#### Pedal Power

**\$2,500**

Play a crucial role in keeping our youth's creative and active pursuits thriving. Your investment at this level helps cover registration fees for programs like swim lessons, basketball, and other skill-building activities, opening doors for many children who might otherwise miss out.

#### Chain Champion

**\$1500**

Join us at this level to connect directly with the heart of community-building programs. Your sponsorship will cover registration fees for an entire youth basketball team, giving these young athletes a season of teamwork, friendship, and healthy competition that builds confidence and resilience.

#### Frame Friend

**\$1000**

Become a friend and supporter at the core of our mission. Your contribution at this level will provide program access for 10 children, helping them participate in essential activities like swim lessons, sports programs, and creative classes. You'll be giving these kids a stronger foundation for a brighter future.

#### Bike Buddy

**\$500**

Support local kids in a truly tangible way. Your gift at this level will provide five sets of swim lessons for children, ensuring they gain life-saving water skills and build confidence in a safe, supportive environment.

## Our Reach

We have **5600** health and fitness members

**2** health and fitness centres serving Fredericton

**40** summer camp weeks






















Over **10K** social media followers

**166** licensed child care spaces

Over **200** staff and volunteers



For more sponsorship information, please contact Nat Young at [nat.young@ymcafredericton.org](mailto:nat.young@ymcafredericton.org).

Sponsorship Benefits	Shining Star	Handlebar Hero	Pedal Power	Chain Champion	Frame Friend	Bike Buddy
		\$5,000	\$2,500	\$1,500	\$1,000	\$500
Exclusive naming rights for event "YMCA Cycle for Kids presented by Epsilon Y Service Club."						
Opportunity to speak at each 45-minute ride						
Acknowledgement and recognition as a sponsor at each 45-minute ride						
Logo placement on rider swag	Primary	Prominent	Key			
Signage in event room	Cycle Room	Rider Prep Area	M & M Room	Company Info Only		
Website Recognition	Primary Logo	Prominent Logo	Logo	Name		
Team of Riders for a 45-minute spin class at the event. No registration fee.	Team of up to 8 riders	Team of up to 6 riders	Team of up to 4 riders	Team of up to 2 riders	One rider	
Option to include branded items for rider swag bag						
Social media recognition						
Logo on rider bike	Instructor Bike					

In-kind sponsors donate products or services in lieu of or in conjunction with cash donations. This allows us to reduce the cost of the event, thereby allocating funds where they’re needed most, in programs and services.

**Thank you!**  
 For more sponsorship information, please contact Nat Young at nat.young@ymcafredericton.org or call 506.260.1190.

## About the Event

Join us for an amazing day filled with fun, energy, sweat, and camaraderie!

- ▶ YMCA Fredericton | 570 York St
- ▶ Saturday, October 25th
- ▶ Event runs from 10am to 2pm

Get ready to ride for a reason! Cycle for Kids is more than just a day of pedalling —it’s a powerful movement that brings our community together inside the YMCA to change lives.

Riders will arrive shortly before their ride time to gather their team. They will have an opportunity to get to know our sponsors throughout the space.

## Register to Ride

**Ignite your potential!** Sign up as an individual or gather your friends and family to create a team.

### Registration is now OPEN!

- ▶ **Set a goal and have fun!** Raise a minimum of \$250 per rider through online and offline pledges. 100% of funds raised support **local** children, youth, and families. JR. riders are encouraged to fundraise \$150 if they can!

**Corporate teams:** For corporate team registration, contact Nat Young at nat.young@ymcafredericton.org.

