

Don't miss your chance to have a banner with your business name displayed at the two branches of the Hunterdon County YMCA!



*Deer Path Branch in Flemington*



*Round Valley Branch in Annandale*

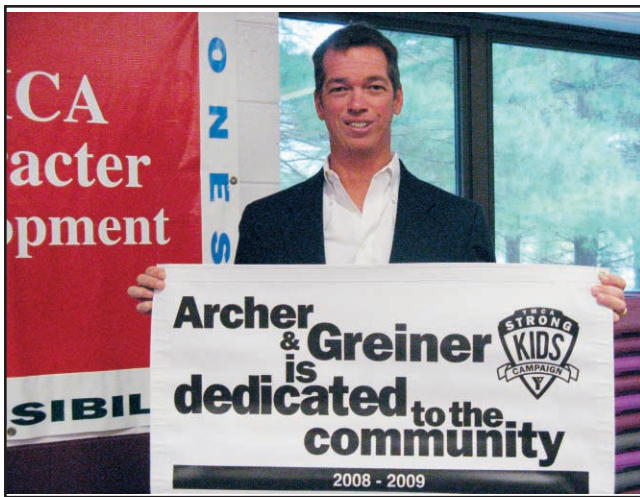
Hunterdon County YMCA  
144 West Woodschurch Rd.  
Flemington, NJ 08822



Hunterdon County YMCA  
We build strong kids,  
strong families, strong communities.



**BANNER  
PROGRAM**



**MAKE AN IMPACT ON THE COMMUNITY**

Your donation to the YMCA of Hunterdon County is an investment in the community. An investment in the health of adults and families. An investment in future generations who learn leadership skills and values each day at the Y. The YMCA of Hunterdon County reaches more than 180,000 people annually with over 1,000 individuals served on a daily basis. Those kids, families and adults have become stronger in spirit, mind and body through their participation in the YMCA. With your help, we can reach out to even more people in the future.

**RECEIVE RECOGNITION AND THANKS**

In gratitude and recognition of your generous support of \$1,000 or more, we will hang a banner with your company name in our branches. The banner is a way for us to publicly thank you for your support, but it also positions you as a civic leader who cares about the health of our community's kids and families.

To find out more about how you can participate, please contact Hilary Kruchowy at (908) 236-7879 X11.

**WHO WILL SEE THE BANNER?**

- There are 3,100 member households of the Hunterdon County YMCA: 569 youth memberships, 1,526 adult memberships and 1,005 family memberships.
- The average weekday attendance at the Deer Path and Round Valley branches is 1,000 individuals. Over the course of an average weekend, more than 3,000 individuals enter our doors.
- We estimate that over 180,000 adults and children pass through the doors of the Hunterdon County YMCA every year.
- Based on the 2007, member satisfaction survey, 53% of those responding indicated they come to the Y two to three times per week; 27% come to the YMCA four to seven times per week.
- In addition to normal gym traffic, more than 1,000 people attend special events held at the Hunterdon County YMCA giving additional exposure for your banner.

**WHO ARE THE MEMBERS OF THE HUNTERDON COUNTY YMCA?**

- Of the 35,657 households in Hunterdon County area, 9.18% of the residents are members. This translates into 3,100 households.
- The greatest percentage of members at both the Round Valley and Deer Path Branches have a household income greater than \$50,000 (82% at Round Valley and 83% at Deer Path) 45% of the members at Round Valley have a household income greater than \$100,000 and 52% of the members at Deer Path have a household income greater than \$100,000.

- Most of our members are aged 25 and up. The largest segment of members is in the 25 - 44 year segment with 44% of the membership of Round Valley and 47% at Deer Path. 46% of the membership of Round Valley is between the ages of 45-64 and 52% of the membership of Deer Path is between the ages of 45 - 64.

**WHERE ELSE WILL YOUR COMPANY BE PROMOTED?**

- On our website [www.hcymca.org](http://www.hcymca.org) which receives 50,000 hits annually.
- On six program brochures that are sent to 60,000 households.
- In the annual report that is sent to 6,000 households.
- On our camp registration and information guides that are sent to 12,000 households.
- In our newsletters that are sent to 6,000 households.

