



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2023 MISSION PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

BREAKAWAY KIDS TRI™

AUGUST 18 & 19, 2023

The BreakAway Kids Tri and Splash & Dash is Minnesota's biggest triathlon for kids. Designed for all abilities with great options for either the first-time triathlon racer or experienced racers ready for more. Past participants say, "it's the best thing we do!" The course includes three unique activities: [a 100-yard swim in Elm Creek's swim pond](#), a 5-mile bike ride, and a 1-mile off-road run course with obstacles.

For the first time, kids have a shorter life expectancy than their parents due to factors such as a sedentary lifestyle and declining participation in organized sports. Local pediatricians in more than 50 clinics have collaborated with Y Adventure to change this trend by prescribing fun, unique activities, including the BreakAway Kids Tri.

Who Comes to BreakAway?

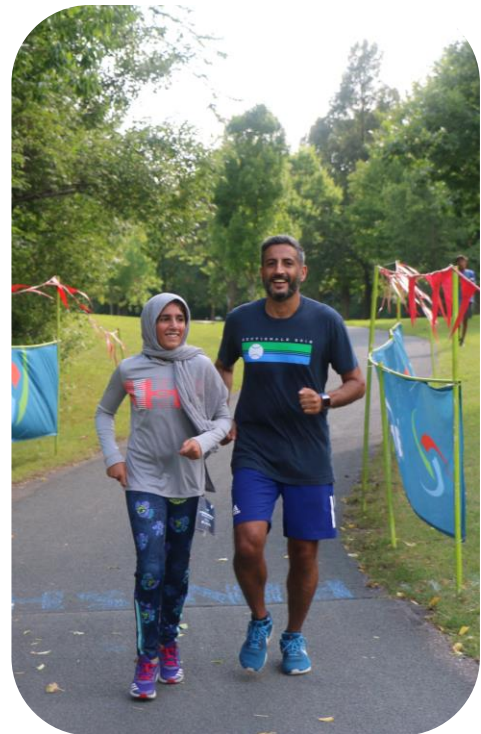
This event attracts 1000 participants ages 4-17 and their adults, as well as about 100 volunteers.

Promotion

The Y Adventure Lab provides extensive pre-event promotion to 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 May 22nd, 2023.

Mission partnership/sponsorship opportunities

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



YMCA OF THE NORTH

651 Nicollet Mall, Suite 500, Minneapolis, MN 55402
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Suggested partnership levels (customizable)

Presenting Sponsor	Twin Cities Orthopedics 2023
Supporting Sponsor	\$15,000
Nature Ambassador	\$10,000
Community Advocate	\$5,000
Outdoor Explorer	\$1000
Friend of Adventure	\$500

Choose your activation

- Food station
- Hydration station
- Cheer sign creation center
- Photo booth
- Dance Party
- Fun custom additive activation!

Exclusive Opportunities

Nutrition Partner	Safety Partner	Media Partner	Bike Partner
Printing	Bank/Credit Union	Insurance	Swim Partner
Beverage	Transportation	Airline/travel	Run Partner

2022 Sponsors

- Presenting Sponsor – Twin Cities Orthopedics
- Bike Partner – ERIK’s Bikes
- Swim Partner – Foss Swim School
- Credit Union – City & County Credit Union
- Food Station – GoGo SqueeZ
- Coffee Partner – Caribou Coffee
- Nutrition Partner – HealthPartners

Community Partners

- Three Rivers Park District
- The Loppet Foundation

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



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