



Healthy Kids Day

Saturday, April 26th from 9:30am -1:00pm @ Empie Park

The 12th Healthy Kids Day is a one-day festival held at Empie Park on Saturday, April 26th, 2025. This is the 12th year with the City of Wilmington and the YMCA of Southeastern NC partnering together to present this fun filled day! This is a free community event that will offer families the opportunity to participate in active play and educational opportunities designed to improve health and wellness. As part of the Y's and City's commitment to strengthening community by addressing critical gaps in health and education, Healthy Kids Day will encourage kids and parents to commit to keeping the body and mind active now and throughout the year.

We are looking forward to this yearly event as we typically see over 2,500 families in attendance and would like for you to participate this year! There are opportunities to host booths that fit the goals of Healthy Kids Day as well as sponsorship opportunities. If you have any questions at all, please do not hesitate to contact Corey Maarschalk at corey.maarschalk@ymcasenc.org.

Sincerely,

Corey Maarschalk - YMCA of Southeastern NC
Tari Ann Toro-Steinmetz – City of Wilmington (Althea Gibson Tennis Complex)

Healthy Kids Day

Exhibitor Information

Exhibitor booth:

- Marketing your business to over 2,000 Families.
- Our staff will also be providing drinks for you during the event.
- Exhibitor Booth Cost (**Please circle one**):
 - Animal Rescue Groups: Free*
 - Non-Profit Organizations: \$25.00*
 - Farmers Market Vendors: \$25.00*
 - For-Profit Organizations: \$50.00*

All Organizations must provide their own set-up equipment (i.e. tent/table/chairs) and be setup by 9am.

There is not a Rain Make-up Date. In case of cancellation due to inclement weather, booth fees and sponsorships will be extended for the 2026 Healthy Kids Day.

Booth Registration Form

Business/Non-Profit Name: _____

Contact person: _____

Phone: _____ Email: _____

What to bring:

- Bring your own booth: tent, table, chairs, banner with name and logo. Each booth space is 10x10. If you need larger accommodations, please communicate as soon as possible
- Sunscreen
- Snacks
- Handouts or prizes (Choose healthier options if giving away snacks. Since the event focuses on healthy choices please DO NOT bring candy as a giveaway!)
- Have an activity or game for kids to play, if possible, and/or giveaways/prizes at your booth.
- Organizations can absolutely promote their business, but are not permitted to sell items during the event

Register online at www.ymcasenc.org/healthykids or

Send your Booth Registration Fee with this form to:

YMCA of Southeastern NC
Attn: Corey Maarschalk
PO Box 3467
Wilmington, NC 28406

All checks must be made out to the YMCA of Southeastern NC. 100% of the funds collected through sponsorships and booth rentals go towards Healthy Kids Day.

Healthy Kids Day

Sponsorship Opportunities

SPONSORSHIP LEVELS

Gold: \$500

- Mention on the Healthy Kids Day website, and City of Wilmington & YMCA Facebook page as an event sponsor.
- Your website link will be posted on the Healthy Kids Day website and the YMCA website.
- Logo/Name on kids t-shirts (approx. 500) that will be given out at event
- Free exhibitor booth

Platinum: \$1,000

- Mention on the Healthy Kids Day website, and City of Wilmington & YMCA Facebook page as an event sponsor.
- Your website link will be posted on the Healthy Kids Day website and the YMCA website.
- Name on all marketing brochures/flyers/paperwork/and Y newsletter (which goes to over 5,000 participants) and school flyers (goes out to 10,000 students and their families).
- Logo/Name on kids t-shirts (approx. 500) that will be given out at event
- Free exhibitor booth

Title: \$2,500

- Mention on the Healthy Kids Day website, and City of Wilmington & Family YMCA Facebook page as an event sponsor.
- Your website link will be posted on the Healthy Kids Day website and the Family YMCA website.
- Name/Logo on all marketing brochures/flyers/paperwork/and Y newsletter (which goes to over 5,000 participants) and school flyers (goes out to 10,000 students).
- Logo included in Healthy Kids Day flyer that will go to all of the New Hanover County students (k-5th grade).
- Logo/Name on large sign/banner at Empie Park.
- Logo/Name on kids t-shirts (approx. 500) that will be given out at event
 - Option to choose kids t-shirt color
- Custom 3x8 ft banner displayed in YMCA gymnasium for one year
- Free exhibitor booth at premier location

Sponsorships will be collected throughout the year, but to have your logo in the Healthy Kids Day flyers, all promotional material, etc...deadline is March 10, 2025.

In-Kind Sponsorships

- In Kind trade will be considered & will be valued at wholesale.
- All agreements and payments need to be finalized before marketing material is printed.

Sponsorship Form

Business/Name: _____

Contact: _____

Phone: _____ Email: _____

Sponsorship Level: _____

Register online at www.ymcasenc.org/healthykids or

Send your tax-deductible sponsorship with this form to: YMCA of Southeastern NC
Attn: Corey Maarschalk
PO Box 3467
Wilmington, NC 28406

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