

Sponsorship Package

Battle of the Brains

November 8, 2025



**Battle of
the Brains**

Shine On  Cape
Breton



Battle for a Greater Cause

Battle of the Brains is our YMCA's annual trivia fundraiser to help our charity be inclusive for all and eliminate financial barrier to being healthy. 100% of proceeds will go to subsidize our members in need and give them an opportunity to stay active. Currently, **1 in 5 members receive assistance** and annually our YMCA subsidizes up to \$200,000 in memberships.

Besides giving back, trivia night is also a friendly competition where teams of **4-6 people use their maximum brain power to answer 10 rounds of questions, vying for the title of Battle of the Brains Champions** and bragging rights, of course. This year's event will take place on **Saturday, November 8 at Frank Rudderham YMCA on 399 Charlotte Street in Sydney.**

\$16,000

Raised in 2024






















\$14,500

Raised in 2023

\$200,000

Our 2025 Membership
Financial Assistance goal

Become a Sponsor!

		Presenting	Gold	Silver
		\$5,000	\$2,500	\$1,500
Visibility	<p>Presenting sponsor title on marketing material: "YMCA Battle of the Brains, presented by: __"</p> <p>Recognition at team registration check-in</p> <p>Logo included on team table cards and screens</p> <p>Mention in the media and all the activities leading up to the event</p> <p>Recognition on event promotional material (social media, eblasts, YMCA website etc.)</p> <p>Mention in a press release</p> <p>Sponsorship listed on YMCA website</p>	      	    	  
Reach	<p>Acknowledgment during opening & intermission</p> <p>Acknowledgment during the event</p> <p>Volunteer opportunities for staff <i>(key roles like judge set aside for presenting sponsor)</i></p>	  	 	
Experience	Complimentary team registration (value of \$600 each)	2	1	1

Bronze
\$300

"Category brought to you by" on category question sheet & video screens

Acknowledgment by event MC at the beginning of the category (i.e. "category 5 is brought to you by__")

1

Confirm your sponsorship level

Please call or email:

Ankit Wadhwa,
Development Coordinator

902-202-7621

ankit.wadhwa@cb.ymca.ca

2

Send Your Logo

Please email Ankit a high-quality copy of your corporate logo (JPG or PNG). Your logo will appear on the event-related materials and promotions, as listed in the sponsor levels.

3

Make a Payment

Once you have confirmed your sponsorship type and amount, you will receive an invoice from the YMCA of Cape Breton. From there, you can arrange your payment options.



About our YMCA

As the oldest charity on Cape Breton, the YMCA has been serving our community for almost 140 years.

With a commitment to nurturing the potential of children, youth and seniors, promoting healthy living, and fostering social responsibility, the YMCA ensures that every individual has access to the essentials needed to learn, grow and thrive.

Learn more at capebreton.ymca.ca

Mission

Connect and ignite the potential in people, helping them grow and give back to our communities.

Vision

Thriving communities where everyone can shine and feel they belong.

