

Sponsorship Package

Battle of the Brains

November 7, 2026



**Battle of
the Brains**



2025 winning team from
Cape Breton University



Battle for a Greater Cause

This year will be our 4th time hosting Battle of the Brains - our YMCA's annual trivia fundraiser to help our charity be inclusive for all and eliminate financial barriers to being healthy. 100% of proceeds will stay in the community and support our YMCA's programs and services.

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 7th at Frank Rudderham YMCA on 399 Charlotte Street in Sydney.**

\$14,500

Raised in 2023

\$16,000

Raised in 2024

\$21,000

Raised in 2025

Become a Sponsor!

		Presenting \$6,000	Gold \$2,500	Silver \$1,500
Visibility	Presenting sponsor title on marketing material: "YMCA Battle of the Brains, presented by: __"	•	•	
	Recognition at team registration check-in	•	•	
	Logo included on team table cards and screens	•	•	•
	Mention in the media and all the activities leading up to the event	•		
	Recognition on event promotional material (social media, eblasts, YMCA website etc.)	•	•	•
	Mention in a press release	•	•	
	Sponsorship listed on YMCA website	•	•	•
	Opportunity to provide 30-second promotional video that will be played between trivia rounds	•	•	•
Reach	Acknowledgment during opening & intermission	•		
	Acknowledgment during the event	•	•	•
	Volunteer opportunities for staff (key roles like judge set aside for presenting sponsor)	•	•	
Experience	Complimentary team registration (value of \$700 each)	2	2	1

Category Sponsor Bronze level, \$500

"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_")

Opportunity to provide 20-second promotional video before the sponsored category

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 our YMCA of Cape Breton. From there, you can arrange your payment options.



About our YMCA

This year holds special meaning as 2026 marks the 140th anniversary of our YMCA in Cape Breton. This milestone is an opportunity to celebrate a legacy of care, connection, and community impact that spans generations and to look ahead with renewed purpose as we continue that work into the future.

With a commitment to nurturing the potential of children, youth and seniors, promoting healthy living, and fostering social responsibility, our 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.

