



HELP US BUILD HEALTHY, HAPPY KIDS

YMCA of Greater Omaha & National Safety Council - Nebraska Chapter are excited to bring Healthy Kids Day® back to our community for its 13th year on Sunday, April 28, 2024!



2024 EVENT OVERVIEW:

- In 2024, Healthy Kids Day will be our premier family event held in Stinson Park at Aksarben Village. We are hoping to attract 4,000-5,000 individuals from the greater Omaha area, in line with attendance in previous years.
- In partnership with Children's Hospital, we will be fitting and giving away bike helmets to the first 600 children (while sizes last). They also teach kids about the reasons why they should wear helmets while biking and participating in other active play.
- The National Safety Council - Nebraska Chapter and the YMCA of Greater Omaha will give away goody bags to the first 700 children.
- Education and entertainment will be provided from YMCA departments like aquatics teaching water safety, sports playing skill games, & fitness fun from our group exercise team. National Safety Council - Nebraska Chapter will partner with various community organizations to teach families & children to stay safe in a variety of situations.
- Approximately 125-200 community volunteers are involved in the event.

NATIONAL SAFETY COUNCIL – NEBRASKA CHAPTER AND YMCA OF GREATER OMAHA PRESENT:

**HEALTHY
KIDS DAY®**
A YMCA Initiative

2024 SPONSORSHIP OPPORTUNITIES

Sunday, April 28, 2024

PROMOTIONAL ITEMS	PREMIER \$5,000	EVENT \$2,500	PARTNER* \$1,000	FRIEND* \$500
Mention* on event day fliers and inclusion of company promo materials in goody bag.	X	X	X	X
Listing on event website & Facebook with link.	X	X	X	
Booth at event (if requested). Children's activity must be included.	X	X	X	
Logo on all printed promotional materials. ***Logo must be received by 2/20/2024	X	X		
Introduction from the stage at the event by the emcee.	X			

2023 MEDIA TOUCH POINTS

- E-newsletters
- YMCA Website: 90,000 monthly visits
- NSCN Website: 8,000 monthly visits
- Event ads on radio
- Social Media, including Twitter & Facebook: 24,000 followers
- Additional items including handouts & posters at all YMCA locations, Y location e-blasts, and more!



For more information, please contact: Susan Booth, National Safety Council – Nebraska Chapter
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