

NINJA ZONE CASE STUDY

YMCA OF GREATER CLEVELAND

Youth programming • Family Engagement

"We needed to become more fun — in a big, highly visible way."

How the YMCA of Greater Cleveland enrolled nearly 100 kids in NinjaZone within the first three months and made it a top-3 youth program.

CLIENT YMCA of Greater Cleveland

LOCATION Cleveland, Ohio

PARTNER SINCE 2025

PROGRAM NinjaZone



~100

kids enrolled, first
3 months

#3

largest youth program
(enrollment & revenue)

100%

level curriculum,
day-one ready

THE GOAL

The YMCA of Greater Cleveland didn't bolt NinjaZone on as another class. They wove it into their family engagement strategy by aligning their internal marketing team with NinjaZone's launch resources and securing leadership buy-in from day one. NinjaZone supplied a 10-level curriculum, space design guidance, and ongoing training.

INTENTIONAL INTEGRATION

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THE IMPACT

Nearly 100 kids enrolled in the first three months. NinjaZone quickly became the Y's third-largest youth program by enrollment and revenue, bringing in new families, driving incremental revenue, and turning the Y into a go-to destination for non-traditional sports participants.

"Adding NinjaZone has directly contributed to program and membership growth. It's especially effective for attracting non-traditional sports participants and strengthening family engagement."

Joe Cerny, VP of Properties & District Executive Director, YMCA of Greater Cleveland

NZ

Ready to grow your program?

Get started at theninjazone.com