

Sponsorship Opportunities



BOYS & GIRLS CLUBS
OF GREATER MEMPHIS



GREAT FUTURES START **HERE.**

Boys & Girls Club of Greater Memphis offers a myriad of corporate and individual partnership opportunities, from sponsorship of high-profile events, to volunteer experiences that boost employee morale. Through a partnership with our Clubs, your company will invest in young people - the future of our city - while gaining valuable recognition and exposure. Our goal is to generate sponsorship support creating an event that will not only support our organization it will create marketing, and brand recognition opportunities, while offering guests and Club members wonderful memories and powerful connections. A sponsorship with our events will align your brand with one of the oldest youth development nonprofits in the city!



**BOYS & GIRLS CLUBS
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Youth of the Year

FEBRUARY 1, 2024

Since 1947, the Youth of the Year (YOY) program has honored and celebrated the nation's most inspiring teens and their incredible journeys. Stories of outstanding leadership, service, academic excellence, and dedication to living a healthy lifestyle have made Youth of the Year America's premier leadership and recognition program for teens. These amazing young people represent the voice and spirit of hope for America.

Youth of the Year is the highest award available in the Boys & Girls Clubs Organization. The objective of the YOY Program is to recognize exceptional Boys & Girls Club members and provide them with a voice and path to showcase their character, leadership, and personal development. The program begins at the local Club level. A member is chosen to represent each of our Clubs in the BGCM competition. Our local winner goes on to the state competition, regional, and possibly National in Washington DC.

Community leaders are asked to volunteer as judges that will rate the students based on Candidate Essays, Interview, Overall Application Quality, along with their poise and public speaking abilities during the BGCM YOY competition. Throughout the year, the YOY is highlighted across all BGCM media and represents BGCM at various fundraising and program events.



Fatou Diallo Ira Samelson Jr Club
2023 Youth of the Year Winner!

Youth of the Year Presenting Sponsorship \$15,000

- Exclusive recognition as Presenting Sponsor in all promotional materials, press releases, BGCM Website, and TV promotional spots.
- Opportunity for Company employees to sit on the YOY judging panel
- Opportunity for Company employees to assist and prepare the winning YOY candidate for the state competition.
- Presenting Sponsor recognition during the Youth of the Year competition and verbally mentioned during the welcome and introductions portion of the event,
- Company Logo/Name included on the invitation sent to community leaders, civic partners, and patrons.
- Company Logo/Name included in binder given to all Judges
- Company Logo/Name included on all event signage
- Company Logo/Name included on BGCM YOY website year round as Presenting Sponsor of BGCM's Youth of the Year Program with a link to Company website
- Invitation for Company Representative(s) to attend and announce the winner of the YOY competition
- Company Logo/Name included on YOY highlight video, which is shared via YouTube to all donors via newsletter, social media posts, and at the annual Steak n Burger Dinner.

More Information



2023 Steak n' Burger Dinner



April 27th
6:00 to 9:00 pm

The Kent
61 Keel Ave, Memphis, TN 38107

Join us for an evening of inspiration & celebration!

Featuring
Damien Horne



What began in 1972 with a small group of donors and Boys Club members sharing a meal has become the signature event for BGCM. This year celebrating it's 52nd anniversary, the Boys & Girls Clubs of Greater Memphis' Steak n' Burger Dinner will bring leaders of the Memphis community together with our Club members to share conversation, a meal, and inspiration from our keynote speaker. Over 400 guests will get to meet with and hear from the direct beneficiaries of their efforts - our Club members. Youth sit at every table and are given the chance to share their story of how BGCM has made a positive impact on their lives.

Sponsorship of the Steak n' Burger Dinner would align your brand with one of the most beloved fundraising events and one of the longest standing youth serving nonprofits in the city, making you part of an event that inspires Memphis families and future leaders.

Individual Ticket Prices	Table Sponsor (\$3,000)	Burger Sponsor (\$5,000)	Steak Sponsor (\$7,500)	Power of Play Sponsor (\$10,000)	Great Futures Sponsor (\$15,000)	Presenting Speaker Sponsor (\$25,000)*	Inner Front/Back Cover - \$2,000 Full Page - \$1,500 Half Page - \$750 Quarter Page - \$350
Guest \$200 ea	1	1	2	2	3	4	Table for 8 at Dinner/Program
VIP \$300 ea	4	6	8	12	16	20	VIP Tickets for Speaker Meet & Greet
Family Pack: \$500 includes 2 Adults 2 Children U12	1/4 Page	1/2 Page	1/2 Page	Full Page	Full Page	Full Page	Colored Ad in Program Book
	*	*	*	*	*	*	Logo on Sponsor Video
*	*	*	*	*	*	*	Logo Inclusion on Print & Digital Marketing
*	*	*	*	*	*	*	Company Name/Logo on Commemorative T-Shirt
*	*	*	*	*	*	*	Company Name/Logo on Event Ticket
*	*	*	*	*	*	*	Logo on BGCM Social Media Networks
*	*	*	*	*	*	*	Name/Logo on Commemorative Item
*	*	*	*	*	*	*	Logo on Table Signage
<p>For more information or questions please contact: Rachel Reddin - RachelR@bgcm.org or 901.203.1178 or www.bgcm.org/events</p>							Logo on Promotional Billboards
							Opportunity for Community Representative to Address Audience

*Additional benefits apply, please call for details.



BOYS & GIRLS CLUBS
OF GREATER MEMPHIS

STEAK N' BURGER

MARCH-APRIL 2024

Boys & Girls Clubs of Greater Memphis

LOOKING AHEAD - 2024 STEAK N BURGER DINNER

Community Partner,

What began in 1972 with a small group of donors and Boy's Club members sharing a meal has become the signature event for BGCM. This year celebrating its 52nd anniversary, the Boys & Girls Clubs of Greater Memphis' Steak n' Burger Dinner will bring leaders of the Memphis community together with our Club members to share conversation, a meal, and inspiration from our Youth of the Year speaker. Over 400 guests will get to meet with and hear from the direct beneficiaries of their efforts - our Club members. Youth sit at every table and are given the chance to share their story of how BGCM has made a positive impact on their lives.

We are seeking to bring exciting changes to our Steak N' Burger event for 2024 and we need your support to do so! After over three years of a pandemic that has caused mass waves of grief and burden, it's time we gave our supporters a reason to loosen up and laugh a little. We are hoping to bring the talented comedian, TV personality, and philanthropist, Jay Leno, to the stage with a stand-up routine that will leave guests feeling elated. His fee stands at \$150,000— a cost the Boys & Girls Clubs of Greater Memphis cannot cover alone. We hope you will consider helping us transform this fundraiser into a stand-out event that can attract new supporters and energize the community around our mission! Sponsorship of Jay Leno as our Steak n' Burger performer would align your brand with one of the most cherished fundraising events and one of the longest standing youth serving nonprofits in the city, making you part of an event that inspires Memphis families and future leaders.

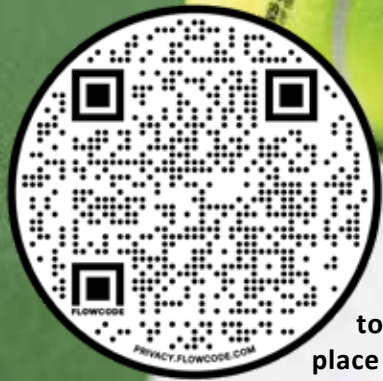
Below are the brand visibility opportunities, community goodwill aspects, & regional marketing possibilities as the presenting sponsor:

- **Press Release announcing your gift and your company as the Presenting Sponsor**
- **Logo/Name included as presenting sponsor across all advertising, print, TV, Radio, Org newsletter, website, and social media marketing**
- **Logo/Name branding on all print materials, including full page color ad in the event program, all signage, event ticket, and event t-shirt**
- **Opportunity for a Representative to welcome the guests at the event**
- **3 Tables = 24 tickets to dinner and VIP portion of the evening with a personal introduction to Jay Leno**
- **Opportunity for a 30/45 second video that will run during the dinner portion of the event**
- **Company volunteer opportunities with Club member activities and/or Club service projects**

This year has highlighted the importance of the work we do at BGCM as our city copes with painful instances of violence and trauma. Our programs offer a path to guide and empower youth towards becoming caring, responsible citizens who can give Memphis a better tomorrow. We have opened 10 new Club sites this year, doubling our size and reach in the communities that need us most. Your sponsorship of this beloved event makes a true difference as we continue to sustain our growth and capacity to positively impact youth in Memphis.

2023 TENNIS INVITATIONAL 8/4 & 8/5 2023

<https://bgcm.org/events/24th-annual-tennis-invitational/>



BOYS & GIRLS CLUBS
OF GREATER MEMPHIS

The Boys & Girls Clubs Tennis Invitational, sponsored by Truist, has become the premier amateur tennis tournament in the Mid-South. In its 24 year history the tournament has raised over \$2.2 million dollars to help the Clubs provide a positive place for over 4,500 members and open doors to opportunity.

Serving Memphis youth through 19 Club locations and the JuicePlus+ Technical Training Center, no child is ever turned away from receiving vital programs in academic success, good character & citizenship, healthy lifestyles, and career readiness.

PICKLEBALL TOURNAMENT

Friday Night 8/4 5:30 - 8 pm
Memphis Country Club & University Club

TENNIS TOURNAMENT

Saturday Morning 8/5 8:30 am - 12 pm
MCC, UC, CCC & RCC

CELEBRATION PARTY & PING PONG

Saturday Night 8/5 7 - 10:30 pm
TBD

TITLE SPONSOR \$30,000

- Title Sponsor Banner and event signage
- Name/Logo on all promotional materials
- 8-player spots (either tennis OR pickleball)
- Name/Logo on sponsor scroll
- Media outreach promoting sponsor mentions
- Logo inclusion with company link on BGCM Tennis Tournament web page

CELEBRATION PARTY SPONSOR \$15,000

- Celebration Party Sponsor Banners at Saturday night Celebration party, social media recognition, etc.
- Inclusion in promotional materials
- 8-player spots (either tennis OR pickleball)
- Name/Logo on sponsor scroll
- Logo inclusion with company link on BGCM Tennis Tournament web page

DIAMOND SPONSOR \$10,000

- Diamond Sponsor Banner & Court Sign, inclusion in promotional materials
- 8-player spots (either tennis OR pickleball)
- Logo on sponsor scroll
- Sponsor 8 kids to the Club for a year
- Logo inclusion with company link on BGCM Tennis Tournament web page

NET SPONSOR \$7,500

- Branded net check placed in all player bags
Company Logo on Tape
*Must allow 6 weeks production time
- Inclusion in promotional materials
- 6-player spots (either tennis OR pickleball)
- Logo on sponsor scroll
- Sponsor 5 kids to the Club for a year
- Logo inclusion with company link on BGCM Tennis Tournament web page

PICKLEBALL TOURNAMENT SPONSOR \$7,500

- Inclusion in all promotional materials
- Branded net signs at all courts
- 6-player spots in Pickleball Tournament
- Logo on sponsor scroll at the Celebration Party
- Brand signage on all sponsor banners
- Logo recognition on social media platforms promoting the Pickleball tournament
- Logo inclusion with company link on BGCM Tennis Tournament web page

PING-PONG TOURNAMENT SPONSOR \$5,000

- Inclusion in promotional materials
- 6-player spots in Ping-Pong Tournament
- Logo on sponsor scroll
- Brand signage at ping pong tournament during Celebration Party reaching a large audience
- Logo recognition on social media platforms promoting the ping pong tournament
- Logo inclusion with company link on BGCM Tennis Tournament web page

2023 TENNIS INVITATIONAL

8/4 & 8/5 2023

<https://bgcm.org/events/24th-annual-tennis-invitational/>



BOYS & GIRLS CLUBS
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PICKLEBALL TOURNAMENT

Friday Night 8/4 5:30 - 8 pm
MCC, UC, & MHPC

TENNIS TOURNAMENT

Saturday Morning 8/5 8:30 am - 12 pm
MCC, UC, CCC & RCC

CELEBRATION PARTY & PING PONG

Saturday Night 8/5 7 - 10:30 pm
TBD

Our annual Tennis invitational comprises 3 elements, our pickleball tournament on Friday night, our tennis round robin tournament on Saturday morning, and our celebration party Saturday night which includes a silent auction, ping pong tournament, live band, open bar, and catered hors d'oeuvres. All three events have a myriad of sponsorship opportunities!

PLATINUM SPONSOR \$5,000

- Platinum Sponsor Banner & Court Sign, inclusion in promotional materials
- 6-player spots (either tennis OR pickleball)
- Logo on sponsor scroll
- Sponsor 4 kids to the Club for a year
- Sponsor Club members to attend Tennis Memphis camps throughout the year

SILVER SPONSOR \$2,500

- Silver Sponsor Banner & Court Sign, inclusion in promotional materials
- 4-player spots (either tennis OR pickleball)
- Name/ Logo on sponsor scroll
- Sponsor 2 kids to the Club for a year

COURT PLUS SPONSOR \$600

- Court Plus Sign
- 2-player spots (either tennis OR pickleball)
- Name/Logo on sponsor scroll

GOLD SPONSOR \$3,500

- Gold Sponsor Banner & Court Sign, inclusion in promotional materials
- 5-player spots (either tennis OR pickleball)
- Name/ Logo on sponsor scroll
- Sponsor 3 kids to the Club for a year

ACE SPONSOR \$1,500

- Ace Sponsor Banner & Court Sign, inclusion in promotional materials
- 2-player spots (either tennis OR pickleball)
- Name/ Logo on sponsor scroll
- Sponsor 1 kid to the Club for a year

COURT SPONSOR \$500

- Court Sign
- 1-player spot (either tennis OR pickleball)
- Name/Logo on sponsor scroll

PARTICIPATION OPTIONS

PING—PONG PLAYER ENTRY \$50

- 1 player spot

TENNIS OR PICKLEBALL 1 PLAYER \$150

- 1 player spot

TENNIS OR PICKLEBALL 2 PLAYER PACK \$250

- 2 player spots for tennis only

TENNIS + PICKLEBALL 1 PLAYER \$200

- 1 player spot for each tournament

TENNIS + PICKLEBALL 2 PLAYER PACK \$300

- 2 player spots for each tournament

ALL 3 TOURNAMENTS 1 PLAYER PACK \$250

- 1 player spot for ALL 3 tournaments

ALL 3 TOURNAMENTS 1 PLAYER PACK \$450

- 2 player spots for ALL 3 tournaments

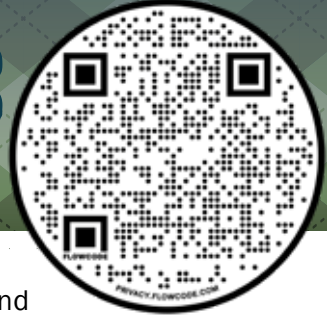
2023 COACH COCHRAN GOLF CLASSIC

Join us for the 29th Annual Golf Classic

BENEFITTING THE BOYS & GIRLS CLUBS OF GREATER MEMPHIS

OCTOBER 9TH & 10TH 2023

FOR MORE INFORMATION VISIT: BGCM.ORG/EVENTS/COACH-COCHRAN-GOLF-CLASSIC/



The BGCM Golf Classic is the largest amateur golf tournament in the Mid-South and attracts over 250 avid golfers each year. Not only is this event one of the best golf tournaments around but since 1995 the tournament has raised over \$2 million dollars for the Boys & Girls Clubs of Greater Memphis. All players receive lunch, a goodie bag with prizes & golf apparel, and an awards ceremony. Join us for a great day on the course at Colonial Country Club supporting Memphis youth.

BGCM serves Memphis youth through 19 Club locations and the JuicePlus+ Technical Training Center. No child is ever turned away from receiving vital programs in academic success, good character & citizenship, healthy lifestyles, and career development. BGCM has a 100% graduation rate among our seniors.

Presenting Sponsor \$15,000

- (4) Branded yard signs at various holes on the course
- Foursome in the event on day of choice
- Branded commemorative golf flag at a hole on the course
- Optional branded item in goodie bag
- Company logo included on all tournament creatives, website, & signage
- Company banner displayed at club house & putting contest green
- Company logo on BGCM website with year-round link to company website
- Logo included on all promotional materials with Tournament logo denoting presenting sponsor

Golf Cart Sponsor \$5,000

- Branded decal sticker placed prominently on ALL golf carts used across both days of the tournament
- Optional branded item in goodie bag

Golf Ball Sponsor \$5,000

- Branded golf balls exclusively used during the two day tournament by all golfers
- Optional branded item in goodie bag

Beverage Station Sponsor \$5,000

- Branded signage prominently displayed on ALL beverage stations along the course
- Optional branded item in goodie bag

Corporate Plus Team \$2,250

- (2) Branded yard signs at various holes on the course
- Foursome in the event on day of choice
- Branded commemorative golf flag at a hole on the course
- Optional branded item in goodie bag
- Company logo included on all tournament creatives, website, & signage

Corporate Team \$2,000

- (1) Branded yard sign at a hole on the course
- Foursome in the event on day of choice
- Optional branded item in goodie bag
- Company logo included on all tournament creatives, website, & signage

Foursome \$1,600

- Foursome in the event on day of your choice

Golf Towel Sponsor \$1,500

- Golf towels branded with your company logo/name with the Boys & Girls Logo. Towels given to all participants

Putting Contest Sponsor \$1,000

- Branded signage prominently displayed around the putting green utilized during the tournament
- Branded hole flag on putting contest hole
- Optional branded item in goodie bag

Award Ceremony Sponsor \$1,000

- Branded signage displayed during award ceremony on both days of play
- Optional branded item in goodie bag

Lunch Sponsor \$750

- Branded signage displayed at the lunch tent near the clubhouse
- Optional branded item in goodie bag

Driving Range Sponsor \$750

- Branded full color, signage at the driving range for both days of the tournament
- Optional branded item included in the goodie bag

Flag Sponsor \$750

- Branded full color, double sided hole flag on the course for both days of the tournament
- Optional branded item included in the goodie bag

Hole Sponsor \$500

- Branded yard sign on the edge of the putting greens at a hole along the golf course
- Optional branded item in goodie bag

Individual Player \$400

- Play on day of your choice
- Goodie bag with Nike shirt/hat and more great items



BOYS & GIRLS CLUBS
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Holiday Toy Drive

PRESENTED BY **BNSF**
RAILWAY



Our mission through the Toy Drive is to provide at least one gift this holiday season for every member of the Boys & Girls Clubs of Greater Memphis. By doing so, the burden that many families feel during the joyous but often stressful holiday season is eased and they can focus their resources on moving their family out of the cycle of poverty. Achieving this mission is

only made possible with the support of our generous Toy Drive sponsors, collection partners, and the Memphis community!

As we prepare for the holidays, we have the following values in mind: maximize positive engagement opportunities for our sponsors in the community through our Clubs, make every moment magical for our Club members and staff, strive to deliver first class service, hospitality, and experience for everyone this year!



CANDY CANE SPONSOR \$500

Name/Logo inclusion in our Toy Drive Tool Kit handed out to over 90 collection site partners. Opportunity for employees to volunteer with toy drive collection days.

MORE THE MERRIER \$1,000

Everything included in the **CANDY CANE SPONSORSHIP** as well as Inclusion on social media sponsor recognition posts. Recognition in all promotional materials, press releases, email blasts, and recognition on our website. Inclusion on Toy Drive yard signs located around the city of Memphis!

MISTLETOE SPONSOR \$2,500

Everything included in the **MORE THE MERRIER SPONSORSHIP** as well as Inclusion on Toy Drive yard signs placed across the City and banners displayed prominently during our toy drive collection days with various media outlets & businesses.

REINDEER SPONSOR \$5,000

Everything included in the **MISTLETOE SPONSORSHIP** as well as Opportunity to have a designated BGCM Toy Drive Collection Day at their Corporate Office or Office location of choice.

SANTA'S ELVES SPONSOR \$10,000

Everything included in the **REINDEER SPONSORSHIP** as well as a Spotlight article highlighting your company in our BGCM newsletter with an email distribution list of over 5,000 and a social media blast highlighting the article on twitter, Instagram, Facebook, and Linked IN.

PRESENTING SPONSOR \$25,000

Everything included in the **SANTA'S ELVES SPONSORSHIP** as well as your logo included on all the Toy Drive Collection Boxes. Name/Logo added to the Toy Drive logo with the tag line "Presented by" wherever the TD logo is present. Inclusion in our Giving Tuesday posts thanking our most notable sponsors for the year. Email blast post event highlighting your company.

2023 Event Sponsorships



BOYS & GIRLS CLUBS
OF GREATER MEMPHIS

<https://bgcm.org/events/toy-drive/>

<https://bgcm.org/events/steak-n-burger/>

<https://bgcm.org/events/coach-cochran-golf-classic/>

<https://bgcm.org/events/tennis-invitational/>

Sponsor Pledge Form

Sponsor's Name (to be listed as): _____

(check one)

Individual

Business

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Daytime Phone: _____ Email: _____

Sponsorship Information:

(Check all that apply)

Steak n' Burger - Sponsorship Level:

Golf Classic - Sponsorship Level:

Tennis Invitational - Sponsorship Level:

Toy Drive - Sponsorship Level:

Payment Information:

Please Note: All sales are final. No refunds or exchanges.

Please select one to complete registration:

Credit Card

VISA

MC

AMEX

Amount to be charged: \$ _____

Name as it appears on the card: _____

Credit Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address:

(if different than above)

Check is enclosed. Please make your check payable to Boys & Girls Clubs of Greater Memphis

Completed pledge forms can be sent to Melodie Moore

Email: MelodieM@bgcm.org

Phone: 901.203.1177

Mail: 44 South Rembert Street Memphis, TN 38104

BGCM is a tax-exempt 501(c)(3) charitable organization: IRS identification number is 62-0646371