



BOYS & GIRLS CLUBS
OF AMERICA

SOUTHWEST YOUTH OF THE YEAR



SPONSORSHIP OPPORTUNITIES

NATIONAL PARTNERS



WHO WE ARE_____

Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible adults.



WE BELIEVE EVERY KID HAS WHAT IT TAKES.

Boys & Girls Clubs give young people access to opportunities – no matter their race, ethnicity, gender, gender expression, sexual orientation, ability, socio-economic status or religion.

CLUBS ARE CATALYSTS FOR POSITIVE CHANGE

in their communities, providing the safe spaces, supportive mentors and high-quality programming youth need to thrive.

160+ YEARS **HELPING KIDS & TEENS REACH THEIR FULL POTENTIAL**

4.6 MILLION **YOUNG PEOPLE SERVED ANUALLY**

548,000 **ADULT STAFF & VOLUNTEERS**

4,700+ CLUB LOCATIONS **IN ALL 50 STATES AND ON NATIVE LANDS AND U.S. MILITARY INSTALLATIONS ACROSS THE GLOBE**



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SOUTHWEST YOUTH OF THE YEAR

June 3, 2021 ■ 7:00 PM CDT

For a Club kid, there is no higher honor than being named National Youth of the Year, spokesperson for all of Boys & Girls Clubs of America and the 4.6 million youth Clubs serve annually. Since 1947, the Youth of the Year program has helped today's young people develop the skills and character traits to become the leaders of tomorrow. Participants must show outstanding leadership at their Clubs, volunteer in their communities and uphold the values of being productive, caring, and responsible.

The journey begins with a rigorous application process at a member's Club, where local judges select one extraordinary teen to serve as the Club's Youth of the Year. From there, candidates go on to participate in state events. State Youth of the Year then vie to become their region's Youth of the Year, with pathways for both military and non-military Youth of the Year to advance. Ultimately, six outstanding teens — five regional Youth of the Year and the National Military Youth of the Year — will advance to the National Youth of the Year.

The generous support of our Youth of the Year sponsors not only gives a young person the incredible opportunity to become a true civic-minded leader, affecting change in their community, state, region and country, but it also provides them with a series of scholarships to make their educational dreams come true.

PROVEN RETURN ON INVESTMENT

97% OF
CLUB TEENS
expect to graduate
from high school.



82% OF
CLUB KIDS
believe they can
make a difference in
their community.

In 2018, Consumer Reports named us one of the
**"BEST CHARITIES FOR
YOUR DONATIONS."**

For the 23rd year in a row, we've been recognized as
**"THE NATION'S #1 YOUTH-
SERVING ORGANIZATION"**
by The Chronicle of Philanthropy.

We maintain a
FOUR-STAR RATING
(out of four) from Charity Navigator.

STREAMED EXPERIENCE



Boys & Girls Clubs of America President & CEO, Jim Clark highlighting the importance of Clubs in our communities



Celebrity emcees, like Erin Andrews at the Pacific YOY, host and introduce all regional Youth of the Year participants



Inspiring personal stories from each of the youth finalists

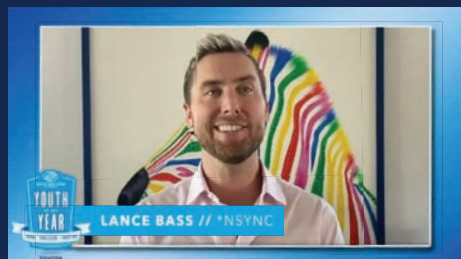
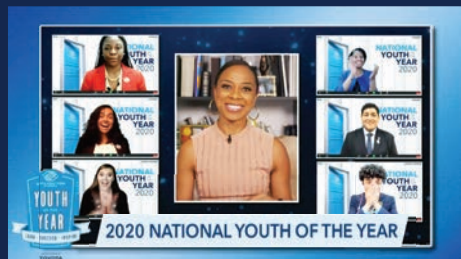


Special performances by Boys & Girls Club youth performers



Remarks highlighting our long-standing partnership with the U.S. Armed Services to provide high-quality support and services to military-connected youth on and off installation.

Noteable alumni and many special guests joined the NATIONAL YOUTH OF THE YEAR



- Impactful Fund the Mission giving opportunity
- Access to the digital program with youth profiles, sponsor ads and recognition, and more
- Access to a digital photo booth and the opportunity to share your support on your social channels

#youthoftheyear

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SPONSORSHIP LEVELS

DIAMOND SPONSOR - \$100,000

Recognition as Diamond Sponsor

All the benefits of Platinum, plus

- Exclusive Company (and/or individual) written spotlight with logo in weekly communications, closest to event
- Recognition as Diamond sponsor in post-event highlight reel
- Opportunity for 15-sec video ad during the pre or post show
- Logo on youthoftheyear.org following winner announcement for Southwest YOY Experience
- Opportunity to engage employees related to Youth of the Year program

PLATINUM SPONSOR - \$75,000

Recognition as Platinum Sponsor

All the benefits of Gold, plus

- Logo on dedicated event website (with hyperlink)
- Exclusive Company (and/or individual) written spotlight with logo in weekly communications
- Logo branding in footer of all event communications
- Full Page Ad in Event Program Journal
- Recognition as Platinum sponsor in post-event highlight reel
- Recognition by emcee during the show
- Private Meet & Greet with your select guests and select BGCA leadership pre-event
- Listing in press release & media advisory
- Invitation to additional virtual events as scheduled
- Opportunity to serve on Judging panel at Regional YOY Event
- Opportunity to create custom integration
- Opportunity to be involved in virtual engagement with YOY participants

GOLD SPONSOR - \$50,000

Recognition as Gold Sponsor

All the benefits of Silver, plus

- Company (and/or individual) spotlight in weekly communications with gold sponsors
- Opportunity for logo on Virtual Photobooth page
- Logo on thank you communications
- Recognition as Gold sponsor in post-event highlight reel
- Meet & greet opportunity with Youth of the Year winners immediately post-event (with other top sponsors)
- Sponsor thank you gift box
- Leadership opportunity for a high-level executive to serve on the Committee (this core group of dedicated executives will serve as the drivers of the campaign)
- Opportunity to serve on Judging panel at State YOY Event, based on time/availability

SILVER SPONSOR - \$25,000

Recognition as Silver Sponsor

All the benefits of Bronze, plus

- Logo on Invitation
- Logo on dedicated event website
- Company (and/or individual) spotlight in weekly communications with silver sponsors
- Logo in pre-show loop
- Logo in post-show loop
- Half Page Ad in Event Program Journal

BRONZE SPONSOR - \$15,000

Recognition as Bronze Sponsor

Pre-Event Collateral & Communications:

- Listed on Invitation
- Listed on Dedicated event website

On-site collateral:

- Listed in pre-show loop
- Listed in post-show loop
- Quarter Page Ad in Event Program Journal

Post-Event collateral:

- Listed in thank you communications
- Access to virtual experience and invitation to share with network and guests
- Thank you gift

BENEFACTOR SPONSOR - \$10,000

Recognition as Benefactor Sponsor

Pre-Event Collateral & Communications:

- Listed on Invitation
- Listed on Dedicated event website

On-site collateral:

- Listed in pre-show loop
- Listed in post-show loop
- Quarter Page Ad in Event Program Journal

Post-Event collateral:

- Listed in thank you communications
- Access to virtual experience and invitation to share with network and guests
- Thank you gift

INDIVIDUAL ACCESS - \$1,000

- Access to virtual experience
- Thank you gift

To learn more about this year's Youth of the Year Experience or sponsorship opportunities, please contact Le Ta at LTa@bgca.org or 254-855-3759 or go to swyoy.bgca.org



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YES! I WOULD LIKE TO SPONSOR THIS EXPERIENCE

(Please check the box below)

☐ **DIAMOND SPONSOR - \$100,000**

☐ **PLATINUM SPONSOR - \$75,000**

☐ **GOLD SPONSOR - \$50,000**

☐ **SILVER SPONSOR - \$25,000**

☐ **BRONZE SPONSOR - \$15,000**

☐ **BENEFACTOR SPONSOR - \$10,000**

☐ **INDIVIDUAL ACCESS - \$1,000**

PAYMENT INFORMATION

I would like to make a ☐ One-time Gift ☐ Multi-year Sponsorship

Date payments to begin: _____ Amount of each payment: _____

☐ Check ☐ Wire-Transfer ☐ Please Invoice ☐ Donor-Advised Fund or Charitable Investment Account

☐ I would like to make a donation of stock or securities:

Number of shares: _____ Name of stock: _____

☐ Credit Card - please visit swyoy.bgca.org or call 254-855-3759

Please make checks payable to **Boys & Girls Clubs of America**.

Return to: Boys & Girls Clubs of America, Attn: Southwest Region P.O. Box 117431, Atlanta, GA 30368-7431

CONTACT INFORMATION

Please print sponsor name exactly as it should appear in sponsor listings and other materials:

First Name: _____ Last Name: _____ Phone: _____ ☐ Home ☐ Cell ☐ Office

Company: _____ Email: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

☐ I pledge to make a gift of \$ _____ to support the Youth of the Year Experience and mission of Boys & Girls Clubs of America to enable all young people, especially those who need us most, to reach their full potential.

Signature: _____ Date: _____

PLEASE RETURN THIS FORM WITH YOUR PAYMENT

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