



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MORRISON FAMILY YMCA GOLF TOURNAMENT

PARTNERING FOR A BETTER US

**When you sponsor the 2021 Morrison Family YMCA Golf Tournament,
you partner with us to make our community better.**

Every sponsorship investment stays local and helps us address critical community needs and provide high impact programs that change lives. Together, we can align your organization's philanthropic and marketing goals with meaningful ways to give back and reach target markets.





EVENT REACH

ON MONDAY, AUGUST 24, 2020 GOLFERS

took to the fairways and greens of Ballantyne Country Club to compete in the 19th annual Morrison Family YMCA Golf Tournament.



COMPANY SPONSORS & TEAMS

The majority of golfers participate on behalf of a company, including many of our sponsor organizations. The 35 companies represented come from a variety of industries and most return year after year as participants, sponsors or both.

INDUSTRY

TYPE	# OF COMPANIES
ARCHITECTURE, CONSTRUCTION & MANUFACTURING	12
FINANCIAL/INSURANCE	3
DINING	2
HEALTHCARE	2
RETAIL	2
OTHER	1



MARKETING & BRANDING

From strategic digital marketing to targeted word-of-mouth recruitment, our strategy and high brand recognition draw first-time and seasoned golfers. As a Morrison Family YMCA Golf Tournament sponsor, you enjoy significant exposure to our golfers, Y members and the community. Plus, we love recognizing our sponsors! These are just a few examples of sponsor recognition and reach.

- › Recognition on YMCA website (117,400 average monthly visitors)
- › Social media shout outs (54,900 followers across all YMCA of Greater Charlotte social channels)
- › Recognition prominently displayed digital donor boards located in high traffic areas at the Morrison and Sara's YMCAs (more than 800,000 member/guest visits annually)
- › Sponsor signage featured at key points along the course, including hole signs, as well as on all golf carts
- › Sponsor thank you banner displayed at event and year-round at the Morrison YMCA; annual member usage/viewership totaling nearly 544,000 visits

SPONSOR BANNER

The banner features the YMCA logo on the left and the title "2020 GOLF TOURNAMENT" in large white letters on a teal background. Below the title, sponsors are organized into three columns: Platinum, Silver, and Bronze, plus Hole and Practice Green sponsors.

PLATINUM SPONSOR	SILVER SPONSORS	HOLE SPONSORS
 McKenney's Building A Higher Standard	 MECKLENBURG RESTORATION • WATERPROOFING	Anonymous Barringer Construction Charlotte Glass Einstein's Forest Hill Church Garmon & Company Life Fitness Little Diversified Architectural Consulting Lunman Family Mechanical Contractors, Inc. Northwood Office Precision Plumbing Preferred Electric SPX Flow Warco Construction
GOLD SPONSORS architech sports & PHYSICAL THERAPY We Design and Build Athletes	BRONZE SPONSORS Jeremy Mirok SUBS	PRACTICE GREEN SPONSORS All-Tag Mechanical Contractors, Inc. The Elliott Family
 Atrium Health	 synchrony	
 Brighthouse FINANCIAL Build for what's ahead	THE LUNMAN FAMILY THE WEEDEN FAMILY UBS Jeremy McPherson and Family	

IMPACT

Through the generous support of our Morrison Family YMCA Golf tournament sponsors and participants, we were able to raise nearly \$100,500 to help provide children struggling to read on grade level with access to the resources and opportunities they need to reach their full potential.



ABOUT Y READERS

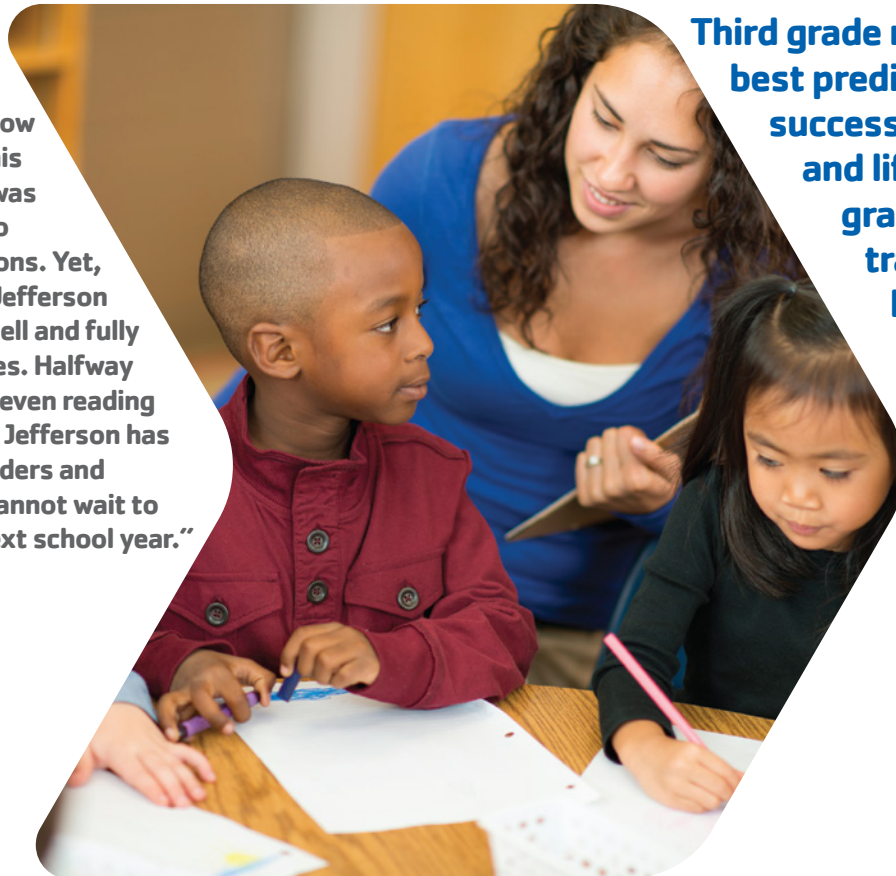
Y Readers is the YMCA of Greater Charlotte's nationally-recognized literacy program designed to provide the additional support that students need to be proficient in reading by the end of third grade. The program, offered to families at no cost, focuses on improving students' literacy skills and self-confidence in the classroom. Y Readers empowers more than 1,000 students annually across three school districts.

ymcacharlotte.org/yreaders



"Jefferson is a rising 2nd grader who entered the Y Readers program reading below grade level. With English as his second language, Jefferson was shy, timid and did not want to participate or answer questions. Yet, as the program progressed, Jefferson started to come out of his shell and fully engage in read aloud activities. Halfway through the program he was even reading alongside rising 3rd graders. Jefferson has benefited greatly from Y Readers and excelled beyond measure. I cannot wait to see what he accomplishes next school year."

– Y Readers Teacher



Third grade reading is the best predictor of a child's success in school, career and life. The end of third grade marks the transition from learning to read to reading to learn.



MORRISON FAMILY YMCA GOLF TOURNAMENT | JUNE 7, 2021

INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	\$15,000 Presenting	\$12,000 Gold	\$7,500 Silver	\$4,000 Bronze	\$2,500 Hole	\$1,000 Practice Green
Recognition on Morrison Family YMCA Facebook page	>	>	>	>	>	>
Opportunity to provide promotional item for participant packets	>	>	>	>	>	>
Recognition on event banner	Premier Logo	Large Logo	Medium Logo	Medium Logo	Small Logo	Name
Recognition on YMCA of Greater Charlotte website	One Year	One Year	Event	Event	Event	
Recognition on hole signage along the course (# of signs)	10	8	6	4	1	
Complimentary foursome(s)	2	1	1	1	1	
Recognition on prominently displayed digital donor boards located in high traffic areas at the Morrison and Sara's YMCAs (30 days)	>	>	>	>	>	
Recognition on signage to be displayed for one year at Morrison Family YMCA	>	>	>	>		
Recognition during event announcements	>	>	>			
Recognition on golf cart signage	>	>				
Recognition in email(s) communicating event day information with participants	>	>				
Recognition in email(s) promoting event to target audiences	>					
Recognition on exclusive player gift	>					

*In order to fulfill benefits with logo usage, sponsors are required to submit full payment and a hi-resolution logo in EPS format by May 15, 2021. If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.

For more information or to secure a sponsorship, contact:

Jessica James-Hill | jessica.jameshill@ymcacharlotte.org | 813 340 6542 or 704 716 4645

As an inclusive organization that welcomes sponsorship support and partnership opportunities from a wide variety of organizations, the YMCA of Greater Charlotte does not offer sponsor exclusivity based on industry or service/product offerings, except in rare circumstances deemed appropriate by the YMCA.