



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA GOLFING FOR GOOD TOURNAMENT

Hosted at Carolina Golf Club

THANK YOU FOR PARTNERING WITH US

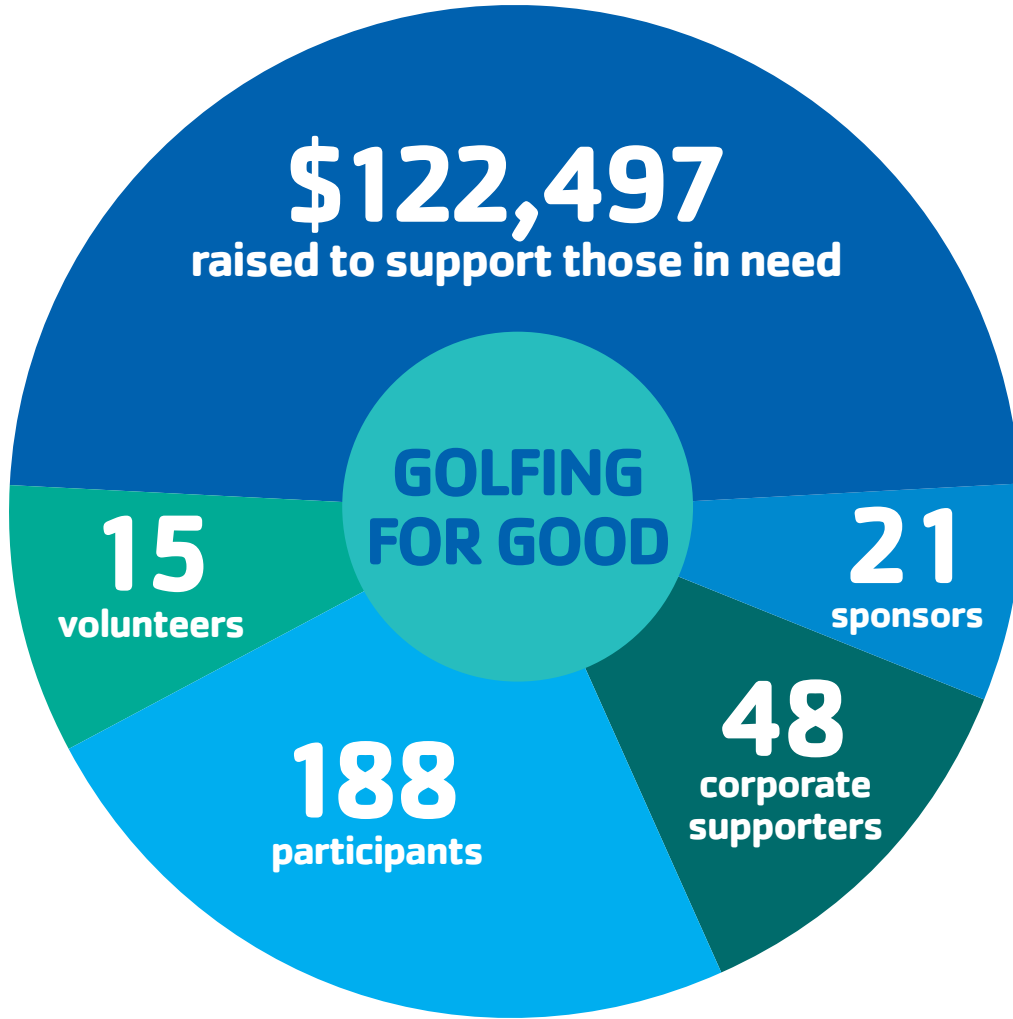
Because of your generous support, we're able to address critical community needs and provide high impact programs that change lives. We are grateful for sponsors like you, and we hope you enjoy this report, which shares information about the reach and impact of your investment.





EVENT REACH

IN 2020, DURING THE MOST DIFFICULT YEAR IN THE YMCA'S HISTORY, **188 GOLFERS** took to the fairways and greens of Carolina Golf Club to compete in the annual YMCA Golfing for Good Tournament to benefit kids and families who need us most.



COMPANY SPONSORS & TEAMS

Of the 188 total golfers, the majority participate on behalf of an organization. A portion of those organizations, in addition to others that do not play in the event, support the tournament through sponsorship. The 48 corporate supporters come from a variety of industries and most return year after year.

INDUSTRY

TYPE	# OF COMPANIES
Construction	12
Other	8
Real Estate	7
Financial	6
Hospitality	6
Law	4
Accounting	2
Insurance	2
Architecture	1

MARKETING & BRANDING

From strategic digital marketing to targeted word-of-mouth recruitment, our advertising strategy and high brand recognition draw first-time and seasoned golfers. As a YMCA Golfing for Good 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 our website (117,400 average monthly visitors)
- › Social media shout-outs (51,800 followers across all YMCA of Greater Charlotte social channels)
- › Email communication sent to participants pre and post-tournament
- › YTV (digital signage) recognition at five branches located in the Uptown market; member usage/viewership totaling more than 139,000 visits annually
- › Sponsor signage featured at key points along the course, including hole flags and hole signs, as well as on all golf carts

STREAM 2020 PRESENTING SPONSOR

SPONSOR BANNERS

PRESENTING SPONSOR 	EAGLE SPONSORS
BIRDIE SPONSORS	FOURSOMES

YARD SIGNS

HOSPITALITY SPONSORS

HOLE FLAGS

STREAM

IMPACT

Through your generous sponsorship of the 2020 YMCA Golfing for Good Tournament, we were able to raise \$122,497 to support our community's most urgent needs and long-term well-being. Thank you for partnering with us during a year unlike any other to transform lives and communities.



HERE FOR GOOD

Amidst the pandemic, despite unprecedented and difficult circumstances, our Y remains steadfast in our commitment to youth development, healthy living and social responsibility. Powered by the generosity of our donors, members and partners, we reimaged our branches and reinvented our programs, expanding how we serve those who need us most. And, together, what we've accomplished is truly extraordinary.

Our work to serve our community in the spring included:

- Offering free childcare for essential Atrium Health & Novant Health employees for 365 children
- Hosting 320 Charlotte Rescue Mission residents struggling with addiction at YMCA Camp Thunderbird
- Serving as drop-off points for PPE for first responders and hosting community blood drives

During the summer, we worked to create opportunities for all:

- Transforming five YMCA branches into youth and teen opportunity centers with a focus on health equity, job skills training and enriching experiences
- Giving nearly 7,000 kids the chance to feel like kids again at our day and overnight camps
- Piloting virtual literacy tutoring to reverse learning loss for nearly 700 students at risk of falling behind

Our work accelerated in the fall and winter to include:

- Reopening many of our indoor fitness facilities and strengthening our commitment to eliminating health and racial disparities
- Developing the Schools Days Plus remote learning program to support 1,195 students
- Working alongside Loaves & Fishes to help more than 4,500 households access fresh produce, meat, dairy and bread through food share and mobile food pantries



GOLFING FOR GOOD TOURNAMENT

MONDAY, MAY 24, 2021

INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	\$10,000 PAR 3	\$5,000 EAGLE	\$3,000 BIRDIE	\$1,700 FOURSOME
Foursome(s) - includes 18 holes of golf, cart rental, green fees and two meals	2	1	1	1
Two mulligans for each player	>	>	>	>
Exclusive player gift	>	>	>	>
Event signage recognition	Logo	Logo	Logo	Name
Hole signage recognition (# of signs)	3	2	1	
Recognition on YMCA social media channels	Logo	Logo	Name	
Digital signage (YTV) recognition at YMCA for 30 days	Logo	Logo	Name	
Hole flags recognition (# of flags)	2	1		
Verbal recognition during event announcements	>	>		
Contest ticket for each player	>	>		
Recognition in event email communication	>			

As part of registration, each player will receive: 18 holes of golf, golf cart rental, green fees and two meals.

*In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by April 20, 2021. If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.



GOLFING FOR GOOD TOURNAMENT REGISTRATION MONDAY, MAY 24, 2021

SPONSORSHIP LEVELS:

- PAR 3 | \$10,000
- EAGLE SPONSOR | \$5,000
- BIRDIE SPONSOR | \$3,000

NON-SPONSORSHIP LEVELS:

- FOURSOME | \$1,700

PREFERRED TEE TIME:

- 8:00 AM
- 1:30 PM

CONTACT INFORMATION:

BUSINESS/ORGANIZATION NAME (IF APPLICABLE TO ENTIRE TEAM):

CONTACT NAME:

CONTACT EMAIL:

MAILING ADDRESS:

PHONE:

CITY:

STATE:

ZIP:

PAYMENT OPTIONS:

- CREDIT CARD
- PLEASE INVOICE
- CHECK (MADE PAYABLE TO CHILDRRESS KLEIN YMCA)

CREDIT CARD INFORMATION:

NAME ON CARD:

CARD NUMBER:

EXPIRATION DATE

We will follow-up for team/player registration information. To ensure all sponsor entitlements, confirmation and logos must be received by April 20, 2021.

Please contact Dalton Moore with any questions: dalton.moore@ymcacharlotte.org | 704 860 6896

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