



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

INAUGURAL SUNNY HARRIS HUTCHINSON MEMORIAL GOLF TOURNAMENT PARTNERING FOR A BETTER US

When you sponsor the 2021 Inaugural Harris YMCA Sunny Harris Hutchinson Memorial Golf Tournament, you are partnering with us to make our community better. With your generous support, we can address critical community needs and provide high impact programs that change lives.



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 Harris YMCA Sunny Harris Hutchinson Memorial 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)
- › Email communication sent to participants pre and post-tournament
- › Recognition on prominently displayed video screens located in high traffic areas at the Harris YMCA
- › Sponsor signage featured at key points along the course, including hole flags and hole signs, as well as on all golf carts
- › Sponsor thank you banner displayed at event and year-round at the Harris YMCA; annual member usage/viewership totaling nearly 677,000 visits

SPONSOR BANNER

RESPONSIBILITY SPONSORS

FAITH SPONSORS

HONESTY SPONSORS

EMAIL RECOGNITION

Thank you for supporting the 17th Annual Harry Brace Memorial Golf Tournament. More than 120 golfers, volunteers, and staff took to the course for a day of fun and philanthropy. [Check out a full recap of event photos >>](#)

The tournament raised \$50,000 to support the Harris YMCA's initiative to reduce childhood drowning through [Safety Around Water](#).

Your participation, along with the support of our generous sponsors, will provide:

- Kids at greatest risk of drowning access to life-saving water safety instruction
- Families in Charlotte's fragile communities the opportunity to connect with the resources they need to thrive through a community-focused water safety program

THANK YOU TO OUR CARING SPONSOR

synchrony FINANCIAL
Engage with us.

[View a full list of event sponsors >>](#)

Save the date for next year's tournament on Monday, May 7, 2018!

Sincerely,
Tournament Committee

We are always striving to make your experience even better. If you have feedback you would like to share regarding the tournament, please contact:
amanda.brookson@ymcacharlotte.org

HOLE SIGN

CHOATE
— CONSTRUCTION —

HOLE FLAG

synchrony FINANCIAL
Engage with us.

A SUMMER UNLIKE ANY OTHER

When schools ceased in-person classes in March and transitioned to remote learning, summer slide started early for many students. Lack of access to educational resources, technology and structured learning opportunities left our community's most vulnerable students at risk of falling even further behind. During a traditional summer break, low-income students lose an average of more than two months in reading achievement. When combined with a disrupted school year, premature summer slide has the potential to be academically devastating.



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 reimagined 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 350 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 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 nearly 800 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



INAUGURAL SUNNY HARRIS HUTCHINSON MEMORIAL GOLF TOURNAMENT MONDAY, MAY 10, 2021 INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	PRESENTING \$20,000	RESPECT \$10,000	CARING \$5,000	RESPONSIBILITY \$2,500	FAITH \$1,500
Complimentary foursome(s)	2	2	2	1	1
Recognition on golf cart signage	PREMIER LOGO	PREMIER LOGO	LARGE LOGO	MEDIUM LOGO	NAME
Recognition on event banner	PREMIER LOGO	PREMIER LOGO	LARGE LOGO	MEDIUM LOGO	NAME
Recognition on hole signage along the course (# of signs)	6	4	2	1	
Recognition on YMCA website	ONE YEAR	ONE YEAR	EVENT	EVENT	
Recognition on YMCA branch Facebook page					
Recognition on prominently displayed video screens located in high traffic areas throughout YMCA (30 days)					
Recognition on signage to be displayed for one year at YMCA branch					
Recognition during event announcements					
Recognition on hole flags along the course (# of flags)	6	4	2		
Recognition on exclusive player gift					
Recognition in email(s) communicating event day information with participants					
Recognition in email(s) promoting event to target audiences					

Foursome includes 18 holes of golf, cart rental, green fees, meals and an exclusive gift for each player.

*In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by April 10, 2021. If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.



INAUGURAL SUNNY HARRIS HUTCHINSON MEMORIAL GOLF TOURNAMENT MONDAY, MAY 10, 2021

Registration/Lunch: 11:00 AM | Shotgun Start: 12:00 PM | Providence Country Club

SPONSORSHIP LEVELS:

- PRESENTING | \$20,000
- RESPECT SPONSOR | \$10,000
- CARING SPONSOR | \$5,000
- RESPONSIBILITY SPONSOR | \$2,500
- FAITH SPONSOR | \$1,500

CONTACT INFORMATION:

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

CAPTAIN CONTACT NAME:

CAPTAIN CONTACT EMAIL:

MAILING ADDRESS:

PHONE:

CITY:

STATE:

ZIP:

TEAM MEMBER CONTACT NAME:

TEAM MEMBER CONTACT EMAIL:

TEAM MEMBER CONTACT NAME:

TEAM MEMBER CONTACT EMAIL:

TEAM MEMBER CONTACT NAME:

TEAM MEMBER CONTACT EMAIL:

PAYMENT OPTIONS:

CREDIT CARD

PLEASE INVOICE

CHECK (MADE PAYABLE TO HARRIS YMCA)

CREDIT CARD INFORMATION:

NAME ON CARD:

CARD NUMBER:

EXPIRATION DATE:

We will follow up for missing team/player registration information. To ensure all sponsor entitlements, confirmation and logos must be received by April 10, 2021.

Your tax-deductible contribution has the potential to transform children's lives through literacy intervention programs such as Y Readers. The YMCA of Greater Charlotte will utilize funds in the year in which they are given but your gift to support this event may be used in following years should all of the funds not be spent.

Please contact Genie Weekley | genie.weekley@ymcacharlotte.org | 704 716 6212

Harris YMCA | 5900 Quail Hollow Road | Charlotte, NC 28210

Your tax-deductible gift will be acknowledged as an unrestricted donation. The YMCA of Greater Charlotte uses unrestricted gifts where they can do the most good, and we are committed to connecting our community's most critical needs with donors like you who can make a difference.

Please note all credit card information will be securely stored within our encrypted data base. This form will be stored in a secure location and shredded as soon as the information has been entered into our system.