

MORRISON FAMILY YMCA GOLF TOURNAMENT

PARTNERING FOR A BETTER US

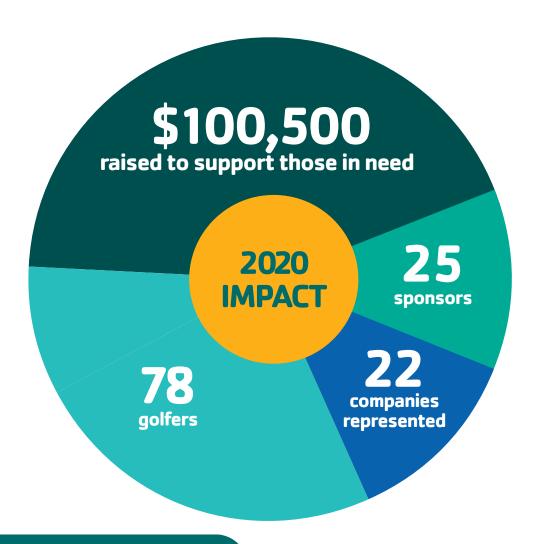




EVENT REACH

ON MONDAY, AUGUST 24, 2020 GOLFERS

took to the fairways and greens of Ballantyne Country Club to compete in the 20th 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	



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, ou 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 on prominently displayed digital donor boards located in high traffic areas at the Morrison and Sara's YMCAs (more than 800,000 member/quest 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



SILVER SPONSORS



BRONZE SPONSORS





THE LUNMAN FAMILY

THE WEEDEN FAMILY



HOLE SPONSORS 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 **Warco Construction**

PRACTICE GREEN SPONSORS

All-Tag Mechanical Contractors, Inc. The Elliott Family



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.









Y READERS

serves students in rising grades K-3 who are reading below grade level. This summer our traditional six-week Y Readers camp was modified in response to the COVID-19 pandemic and our Y's unwavering commitment to reversing learning loss and helping all children succeed academically. In partnership with local schools and churches, we quickly pivoted our program model to offer in-person and virtual experiences, both providing critical reading support for students at no cost to families.

Virtual Y Readers

- 30-minute lessons delivered daily (Monday Thursday for 4 weeks) via Zoom
- Lessons tailored to small groups of students based on their instructional needs
- Students were given home resource kits filled with books, literacy games and resources to support their online tutoring sessions

In-Person Summer Reading Camps

- 2.5 hours of daily (Monday Thursday for 4 weeks) literacy instruction led by certified teachers and tailored to students' instructional needs
- Students were also given the opportunity to participate in 4 hours of afternoon enrichment activities (outdoor play, indoor games, art, math, science)
- Breakfast, lunch and snack provided daily
- Students received books to build home libraries as well as home resource kits filled with school supplies and educational activities

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 7, 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.