



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# YMCA CAMP HARRISON FISHING TOURNAMENT

## PARTNERING FOR A BETTER US

When you sponsor the YMCA Camp Harrison Fishing Tournament on May 21, 2021, you partner with us to make camp a reality for kids in need. Every sponsorship investment helps us fulfill our mission and commitment to serving all kids, especially those who would not be able to participate without your support. Together, we can align your organization's philanthropic and marketing goals with meaningful ways to give back.



# ▶ ABOUT YMCA CAMP HARRISON AT HERRING RIDGE

Founded on the Y's Christian values, YMCA Camp Harrison at Herring Ridge is dedicated to helping kids discover who they are and what they can achieve, under the guidance of counselors who care about them and believe in their potential. Located between Lenoir and North Wilkesboro, YMCA Camp Harrison at Herring Ridge has over 2,000 acres of woods, streams, and trails to explore, including a 144 acre private lake.

# ▶ ABOUT THE FISHING TOURNAMENT

Enjoy a day of unparalleled bass fishing on private Lake Broyhill. Fishing runs from 7:30 - 11:30 AM on Friday, May 21.

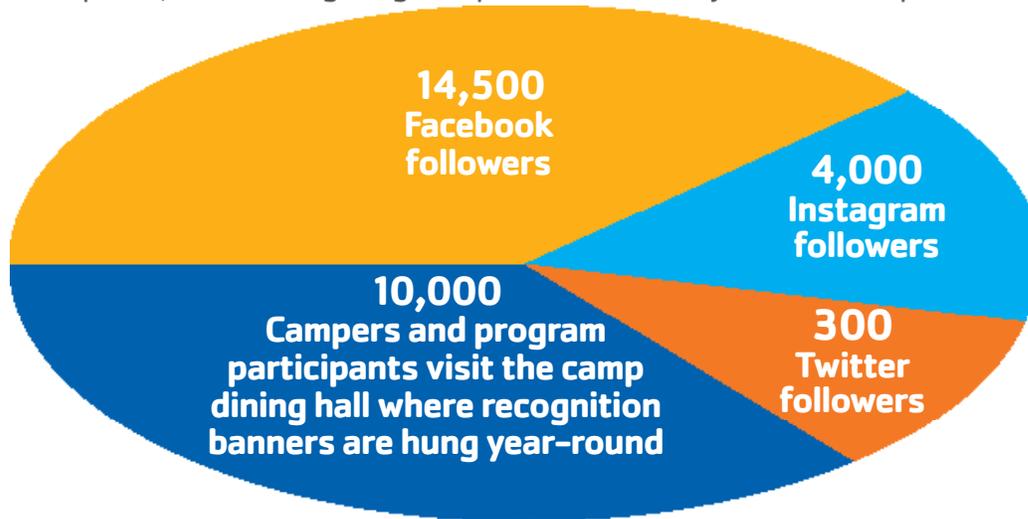
**\$1,000/Angler Tournament entry includes:**

- Welcome goodie bag
- Boat with professional guide; Two anglers per boat
- Breakfast, lunch and snacks on May 21.
- Fishing on private Lake Broyhill
- Tackle, if needed



# MARKETING REACH

With a strong social media presence and thousands of camp visitors each year, YMCA Camp Harrison sponsors enjoy significant recognition and reach at the Fishing Tournament and throughout the year at camp. Plus, we love recognizing our sponsors! These are just a few examples of marketing reach:



# IMPACT

**Through the generous support of our 2019 spring tournament sponsors, YMCA Camp Harrison raised \$125,000 to help fund camp scholarships.**

For many of these kids it's their first time being away from home, meeting diverse friends and engaging with positive role models. Camp gives them an opportunity to build self-reliance and reach their greatest potential.

## THE RUSSELL FAMILY'S STORY

It is a rare occasion in today's world to take a moment to write an unsolicited letter of praise for a job well done. However, there are certain people who clearly deserve to be recognized for their outstanding service. My wife and I had the tremendous privilege of sending our three children to Camp Harrison this summer. This year marked our 6th year in doing so. With each and every year, we have been witness to Dave Purcell and his amazing staff finding unique and special ways to bring out the very best in every single child. Dave and the Camp Harrison staff are an invaluable asset to not just the YMCA, but more importantly to the children who have the incredible opportunity to spend a week of their summer at such a wonderful place and with such extraordinary people.



There is no doubt that the love and zest for life and God that is shared at Camp Harrison has positively impacted my children for years and years to come. In fact, my oldest son, Jonathan has pointed out that he would like to become a counselor one day and do for others, just as his camp counselor has done for him this summer.

Though it takes a very unique and special staff to assemble and direct a summer camp, the impact Camp Harrison has had on the lives of our three children is remarkable. As parents, we are extremely grateful and would like to say thank you.

Paul & Linda Russell  
Jonathan (13), Morgan (11) and Evan (7)



# 2021 YMCA CAMP HARRISON FISHING TOURNAMENT INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	TITLE \$10,000	PRESENTING \$7,500	BOAT \$3,500	BAIT \$1,500	MEALS \$750	AWARDS \$500
Event naming rights, i.e. [Your Company] YMCA Camp Harrison Fishing Tournament	>					
Opportunity to provide company branded item for participant goodie bags	>					
Recognition in event email communication	>	>				
Recognition on camp sponsors webpage	>	>	>			
Recognition on YMCA Camp Harrison social media	>	>	>	>		
Fishing tournament entries	Four	Four	Two	One		
Recognition in event program	>	>	>	>	>	>
Recognition in YMCA of Greater Charlotte Donor Report	>	>	>	>	>	>
Opportunity to display company provided banner at event	Prominent placement	High traffic placement		Dining Hall during all meals	Dining Hall during all ceremony	Dining Hall during awards

## IN-KIND SPONSORSHIP OPPORTUNITIES

The success of the YMCA Camp Harrison Fishing Tournament depends on generous in-kind sponsors. Opportunities are available for in-kind sponsorships in the following areas of need:

- Fishing equipment and outdoor gear for raffles and prizes.
- Fishing Guide and Angler thank you gifts (60 participants)
- Fishing Guide and Angler goodie bag items (drinks, snacks, etc. for 60 participants)

In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by April 30, 2021. If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.

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.

**For more information, contact: [brad.rippetoe@ymcacharlotte.org](mailto:brad.rippetoe@ymcacharlotte.org) | 704 716 4132**