



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT PARTNERING FOR A BETTER US

When you sponsor the 2021 Titus L. Ivory Sr. 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. Together, we can align your organization's philanthropic and marketing goals with meaningful ways to give back and reach target markets.

May 17, 2021
Firethorne Country Club



EVENT REACH

The McCrorey Family YMCA's annual golf tournament is hosted in memory of **Titus L. Ivory Sr.** who exemplified the Y's core values: caring, honesty, responsibility, respect and faith. His legacy lives on through the Y and is honored each year at our golf tournament.



COMPANY SPONSORS & TEAMS

Of the 120 total golfers, the majority participated on behalf of an organization. The 30 corporate supporters come from a variety of industries and most return year after year.



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 Titus L. Ivory Sr. 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)
- Recognition on prominently displayed signage located in high traffic areas across the McCrorey Family YMCA campus (nearly 105,000 member/guest visits annually)
- Sponsor signage featured at key points along the course, including hole signs, as well as on golf carts

SPONSOR BANNER



YARD SIGN



GOLF CART CARDS



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 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 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



TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT MONDAY, MAY 17, 2021 INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition on McCrorey Family YMCA Facebook page	>	>	>
Opportunity to provide promotional item for participant packets	>	>	>
Recognition on golf cart signage	Large logo	Medium logo	Small logo
Recognition on event banner	Large logo	Medium logo	Small logo
Recognition on hole signage along the course (# of signs)	3	2	1
Complimentary foursome(s)	2	1	1
Recognition on YMCA of Greater Charlotte website	Event	Event	
Recognition on signage to be displayed for one year at McCrorey Family YMCA	>	>	
Recognition in email(s) communicating event day information with participants	>		
Recognition in email(s) promoting event to target audiences	>		

SPONSOR OPPORTUNITIES:

- > \$250 single hole sign
- > \$200 individual golfer registrations are also available. Each player receives 18 holes of golf, cart rental, green fees, meals and an exclusive gift for each player.

Group 1:
Registration: 7:30 AM
Shotgun Start: 9:00 AM

Group 2:
Registration: 8:15 AM
Shotgun Start: 9:45 AM

Women's Short Lesson and Putting Contest:
Start: 10:00 AM
Cost: \$100 (lunch included)

Award ceremony immediately following the tournament.

*In order to fulfill benefits with logo usage, sponsors are required to submit a high-resolution logo in EPS format by April 10, 2021.



TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT REGISTRATION MONDAY, MAY 17, 2021

SPONSORSHIP LEVELS:

- GOLD | \$5,000
- SILVER | \$2,500
- BRONZE | \$1,000
- INDIVIDUAL GOLFER | \$200

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 MCCROREY FAMILY 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 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 fund 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.

For more information, contact debbie.smith@ymcacharlotte.org | 704 716 6513

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.