



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# MORRISON FAMILY YMCA GOLF TOURNAMENT

## PARTNERING FOR A BETTER US

**When you sponsor the 2020 Morrison Family YMCA Golf Tournament,  
you partner with us to make our community better.**

Every sponsorship investment stays local and helps us 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.

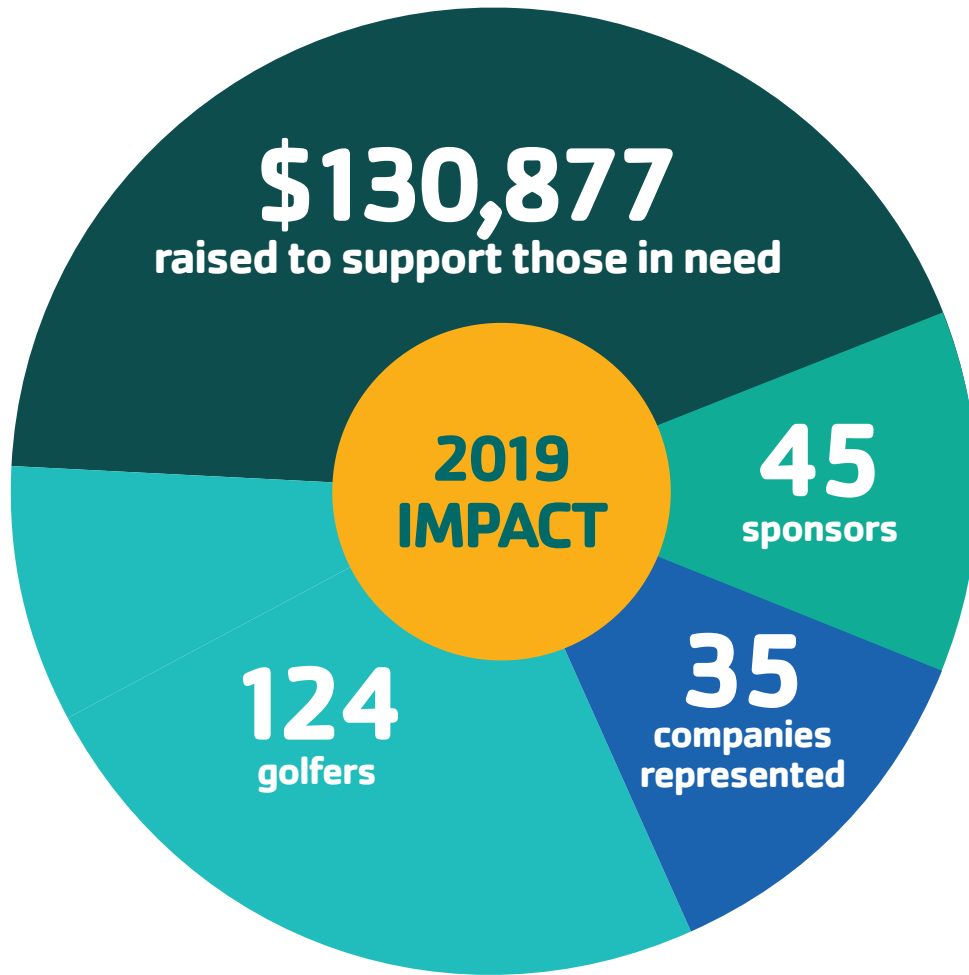




# EVENT REACH

**ON MONDAY, JUNE 3, 2019, GOLFERS**

took to the fairways and greens of Ballantyne Country Club to compete in the 19th 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 | 14             |
| DINING                                     | 4              |
| FINANCIAL/INSURANCE                        | 7              |
| HEALTHCARE                                 | 2              |
| IT/TECHNOLOGY                              | 2              |
| RETAIL                                     | 3              |
| OTHER                                      | 3              |

# MARKETING & BRANDING

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

## SOCIAL MEDIA RECOGNITION

Morrison Family YMCA at Ballantyne  
Published by Hootsuite [?] · May 30, 2019 ·

We'd like to thank all of our 2019 Morrison YMCA Golf Tournament sponsors! Thank you for creating opportunity for all through life-changing Y programs like Y Readers.

**2019 GOLF TOURNAMENT**

**PLATINUM SPONSOR**  
McKenney's

**SILVER SPONSORS**  
architech sports, QDOBA MEXICAN EATS, THE MORRISON Y

**BRONZE SPONSORS**  
FOREST HILL CHURCH, NORTHWOOD, FORM, DAVID AND RHONDA JONES & FAMILY

**GOLD SPONSORS**  
PARAGON, Brighthouse FINANCIAL

**PRACTICE GREEN SPONSORS**  
Brighthouse FINANCIAL, UBS, FORM, JOAN AND GENE LUNNAN, pwc, synchrony, THE WEEDEN FAMILY

875 People Reached, 31 Engagements, Boost Post, 1 Share

## SPONSOR BANNER

the Y **2019 GOLF TOURNAMENT**

**PLATINUM SPONSOR**  
McKenney's  
Building A Higher Standard

**SILVER SPONSORS**  
architech sports, QDOBA MEXICAN EATS, THE MORRISON Y

**BRONZE SPONSORS**  
FOREST HILL CHURCH, FORM, DAVID AND RHONDA JONES & FAMILY

**GOLD SPONSORS**  
Brighthouse FINANCIAL, MIKE SMITH & FAMILY

**HOLE SPONSORS**  
Atrium Health, Barringer Construction, Charlotte Glass, Einstein Bros. Bagels, Garmon & Company, InVue, Life Fitness, Little Diversified Architectural Consulting, Mechanical Contractors, Inc., Mecklenburg Restoration, Preferred Electric, PwC, Trane, Warco Construction

**PRACTICE GREEN SPONSORS**  
ALL-TAG Corporation, Ballantyne Jewelers, Dick's Sporting Goods, The Elliott Family Force Management, Joan & Gene Lunman, Mass Mutual, Precision Plumbing, SteelFab

## HOLE SIGN

the Y

McKenney's  
Building A Higher Standard

# IMPACT

Through the generous support of our Morrison Family YMCA Golf tournament sponsors and participants, we were able to raise nearly \$131,000 to help provide children struggling to read on grade level with access to the resources and opportunities they need to reach their full potential.



## ABOUT Y READERS

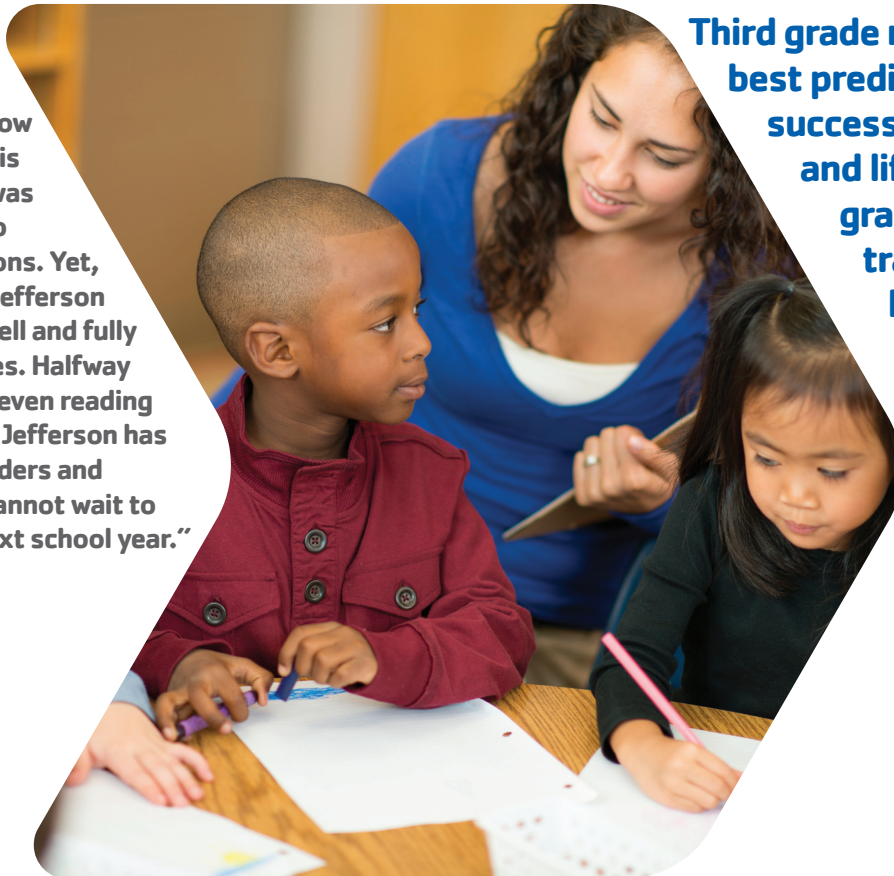
Y Readers is the YMCA of Greater Charlotte's nationally-recognized literacy program designed to provide the additional support that students need to be proficient in reading by the end of third grade. The program, offered to families at no cost, focuses on improving students' literacy skills and self-confidence in the classroom. Y Readers empowers more than 1,000 students annually across three school districts.

[ymcacharlotte.org/ymcachers](http://ymcacharlotte.org/ymcachers)



"Jefferson is a rising 2nd grader who entered the Y Readers program reading below grade level. With English as his second language, Jefferson was shy, timid and did not want to participate or answer questions. Yet, as the program progressed, Jefferson started to come out of his shell and fully engage in read aloud activities. Halfway through the program he was even reading alongside rising 3rd graders. Jefferson has benefited greatly from Y Readers and excelled beyond measure. I cannot wait to see what he accomplishes next school year."

– Y Readers Teacher



**Third grade reading is the best predictor of a child's success in school, career and life. The end of third grade marks the transition from learning to read to reading to learn.**



# MORRISON FAMILY YMCA GOLF TOURNAMENT | AUGUST 24, 2020 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 July 31, 2020. 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](mailto: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.