



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE 22nd ANNUAL YMCA CLAY SHOOT

MAY 2, 2025

MEADOW WOOD FARM

BENEFITING Y READERS





EVENT REACH

IN 2024, 212 Shooters took on the course at the Meadow Wood Farm to benefit Y Readers.



COMPANY SPONSORS & TEAMS

Of the 212 total shooters, the majority participate on behalf of an organization. A portion of those organizations, in addition to others that do not play in the event, support the tournament through sponsorship. The corporate supporters come from a variety of industries and most return year after year.

INDUSTRY

TYPE	# OF COMPANIES
Architecture, Manufacturing, Construction	23
Financial	1
Other	4
Real Estate	8
Law	2
Hospitality	3

IMPACT

Through the generosity of the 2024 Annual YMCA Clay Shoot, we were able to raise \$179,220 to support our community's most urgent needs and long-term well-being. Thank you for partnering with us to transform lives and communities.



Since 1874, the YMCA of Greater Charlotte has remained steadfast in our commitment to youth development, healthy living and social responsibility. Powered by the generosity of our donors, members and partners, we are able to serve those in our community that need us most.

In 2024, we were able to serve the community and create opportunities and enriching experiences for all in many ways, including:

- Partnering with Loaves and Fishes to provide critical access to fresh and healthy food options through Pop-Up Food Shares, serving over 20,000 individuals
- Engaging thousands of teens in our Level Up teen enrichment program at four YMCA branches across our footprint
- Serving over 1,000 students in our nationally-recognized literacy program, Y Readers, aimed at helping children read at grade level by the end of third grade
- Giving over 12,000 kids the chance to have fun and enriching experiences during our day and overnight camps
- Hosting sports programs for youth and young adults with disabilities like Miracle League Baseball, while launching two new adaptive programs - cheer and basketball through a partnership with the Charlotte Hornets

Clay Shoot Committee

- Charles Blankinship
- Katie Cutler
- Martin Hovis
- Stephen Layman
- Joey Morgenthall
- Norman Walters - Founding Co-Chair

- Dan Coith
- Si Davis - Founding Co-Chair
- Scott Krueger
- Emily McGrath
- Tom Planishek
- John Woods

MARKETING & BRANDING

From strategic digital marketing to targeted word-of-mouth recruitment, our advertising strategy and high brand recognition draw first-time and seasoned shooters. As a sponsor, you enjoy significant exposure to our shooters, 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 (55,000 average monthly visitors)
- › Social media shout-outs (111,000 followers across all YMCA of Greater Charlotte social channels)
- › Recognition on prominently displayed digital donor boards located in high traffic areas
- › Sponsor signage featured at key points along the stations
- › Sponsor thank you banner displayed at event





22nd ANNUAL YMCA CLAY SHOOT MAY 2, 2025 INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	\$25,000 PRESENTING	\$12,000 MORNING/ AFTERNOON	\$6,000 CLAY	\$3,000 PHEASANT	\$2,000 QUAIL
Full Gaming Package for <u>All</u> Games and Drawings on the Course	>	>	>	>	>
Recognition on Event Signage	Premiere Logo	Logo	Logo	Logo	Name
Complimentary Team	2	2	1	1	1
Recognition on Station Signage	>	>	>	>	
Recognition on YMCA Website	>	>	>	>	
Recognition on YMCA Facebook and LinkedIn	>	>	>	>	
Recognition during Event Announcements	>	>	>		
Recognition in Charlotte Business Journal Thanking YMCA sponsors	>	>	>		
Recognition in Email Communications	>	>			
Presenting Sponsor Recognition, i.e. YMCA Clay Shoot presented by (insert company name)	>				

In order to fulfill benefits with logo usage, sponsors are required to submit full payment and a hi-resolution logo in EPS format by April 2, 2025. 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:
Genie Weekley | genie.weekley@ymcacharlotte.org | 704.614.2918**

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.