



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA GOLFING FOR GOOD TOURNAMENT

Hosted at Carolina Golf Club

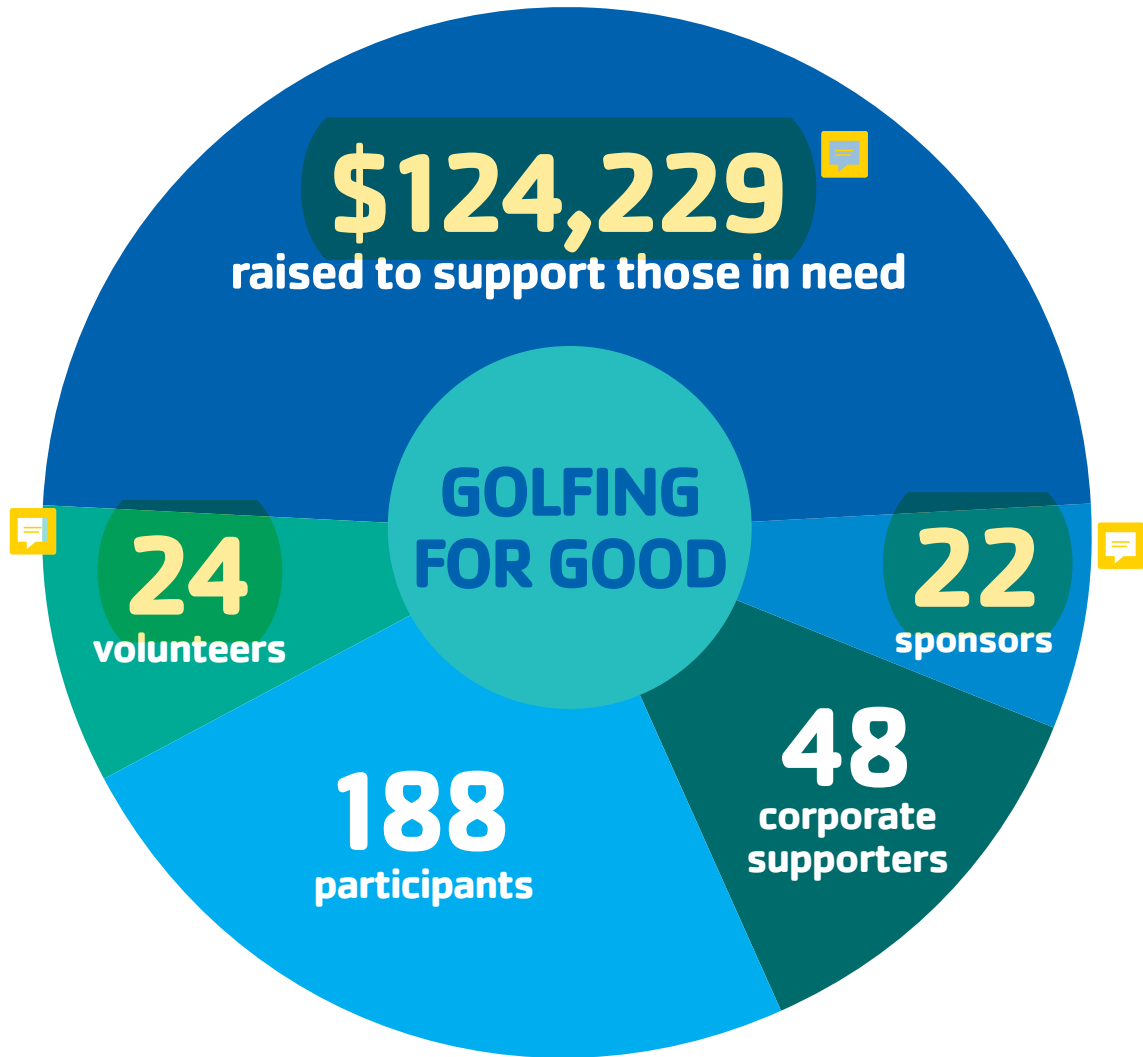
THANK YOU FOR PARTNERING WITH US

Because of your generous support, we're able to address critical community needs and provide high impact programs that change lives. We are grateful for sponsors like you, and we hope you enjoy this report, which shares information about the reach and impact of your investment.



EVENT REACH

IN 2019, NEARLY 200 GOLFERS took to the fairways and greens of Carolina Golf Club to compete in the annual YMCA Golfing for Good Tournament to benefit kids and families who need us most.



COMPANY SPONSORS & TEAMS


Of the 188 total golfers, 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 48 corporate supporters come from a variety of industries and most return year after year.

INDUSTRY

TYPE	# OF COMPANIES
CONSTRUCTION	14
OTHER	7
REAL ESTATE	8
LAW	6
ARCHITECTURE	2
FINANCIAL	6
HOSPITALITY	2
HEALTH CARE	1
FOOD & BEVERAGE	2

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 YMCA Golfing for Good 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 our website (117,400 average monthly visitors)
- › Social media shout-outs (51,800 followers across all YMCA of Greater Charlotte social channels)
- › Email communication sent to participants pre and post-tournament
- › YTV (digital signage) recognition at five branches located in the Uptown market; member usage/viewership totaling more than 139,000 visits during May 2019 
- › Sponsor signage featured at key points along the course, including hole flags and hole signs, as well as on all golf carts

STREAM 2020 PRESENTING SPONSOR

SPONSOR BANNERS



HOLE FLAG



EMAIL RECOGNITION



SPONSOR SHEET



FACEBOOK RECOGNITION




IMPACT

Through your generous sponsorship of the YMCA Golfing for Good Tournament, we were able to raise **\$124,229**  to help fund life-changing youth development, drowning prevention and third-grade reading programs. Thank you for partnering to make our community better.



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 serves more than 1,000 students annually across three school districts. 

ymcacharlotte.org/yreaders

"Eduardo was having trouble adjusting to life in a new country and a new school. His teacher suggested Y Readers, and Eduardo jumped right in. He began to progress in his reading and comprehension skills and his confidence was rising each day. Y Readers helped Eduardo reach his goals of becoming a better reader and built his confidence as a scholar." – Y Readers Teacher

"Because of a near drowning experience when she was younger, my daughter used to be really afraid of the water. The Y's Safety Around Water program changed that. She's not afraid anymore and loves running and jumping into the pool. Learning to face her fears has also really helped her in other aspects of her life. I'm so grateful that the Y brought this program outside of its four walls and into our community." – Vanessa



ABOUT SAFETY AROUND WATER










Safety Around Water is the Y's on-site water safety program that engages low-income youth living in local apartment communities where pools are often without lifeguards. The 8-session course, taught by certified YMCA swim instructors and lifeguards, teaches children basic water safety and swimming skills that reduce their risk of drowning and give them confidence in and around water.

ymcacharlotte.org/saw


GOLFING FOR GOOD TOURNAMENT

MONDAY, MAY 11, 2020

INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	\$10,000 PAR 3	\$5,000 EAGLE	\$3,000 BIRDIE	\$1,700 Foursomes
Foursome(s) with preferred tee time	(2)	(1)	(1)	(1)
Recognition in 2019 YMCA of Greater Charlotte Donor Report				
Event signage recognition – hole sign (# of signs)	Logo (1)	Logo (1)	Logo (1)	
Event signage recognition – banner (# of banners including recognition)	Logo (2)	Logo (2)	Logo (1)	
Recognition on YMCA social media channels	Logo	Logo	Name	
Recognition on YMCA website	Logo	Logo	Name	
Digital signage (YTV) recognition at YMCA branches for 30 days	Logo	Logo	Name	
Event signage recognition – golf carts				
Verbal recognition during event announcements				
Event signage recognition – hole flag (# of holes/flags)	Logo (1)	Logo (1)		
Logo Recognition in email communicating with event participants (example: pre-event information)				

As part of registration, each player will receive: 18 holes of golf, golf cart rental, green fees, drawing entry, mulligans, two meals and invitation to awards ceremony (excludes hole sponsorship).

*In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by April 1, 2020.  If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.



GOLFING FOR GOOD TOURNAMENT REGISTRATION

MONDAY, MAY 11, 2020 

SPONSORSHIP LEVELS:

- PAR 3 | \$10,000
- EAGLE SPONSOR | \$5,000
- BIRDIE SPONSOR | \$3,000

NON-SPONSORSHIP LEVELS:

- FOURSOME | \$1,200

PREFERRED TEE TIME:

- 8:00 AM
- 1:30 PM

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 CHILDRESS KLEIN 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 1, 2020. 

Please contact **Jordan Fletcher** with any questions: jordan.fletcher@ymcacharlotte.org | 704 716 6498 

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