



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MORRISON FAMILY YMCA GOLF TOURNAMENT

PARTNERING FOR A BETTER US

**When you sponsor the 2022 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 7, 2021 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 22 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	12
FINANCIAL/INSURANCE	3
DINING	2
HEALTHCARE	2
RETAIL	2
OTHER	1



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 (472,000 average monthly visitors)
- › Social media shout outs (90,000 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

SPONSOR BANNER



21st ANNUAL MORRISON FAMILY YMCA GOLF TOURNAMENT

PLATINUM SPONSORS	SILVER SPONSOR	HOLE SPONSORS
 	<p style="text-align: center;">Jeremy McPherson and Family</p>  <p style="text-align: center; background-color: #00838f; color: white; padding: 2px 5px; border-radius: 5px;">BRONZE SPONSORS</p> <div style="display: flex; justify-content: space-around;">   </div>	<div style="display: flex; flex-wrap: wrap; justify-content: space-between;"> <div style="width: 30%;">       </div> <div style="width: 30%;">       </div> <div style="width: 30%;">  <p style="text-align: center;">The DeMore Family</p>     </div> </div> <p style="text-align: center; background-color: #00838f; color: white; padding: 2px 5px; border-radius: 5px;">PRACTICE GREEN SPONSORS</p> <p style="text-align: center; font-size: 0.8em;">All-Tag Dentsply Sirona The Elliott Family The Lunman Family Metro Masonry Inc.</p>
<p style="text-align: center; background-color: #00838f; color: white; padding: 2px 5px; border-radius: 5px;">GOLD SPONSORS</p> <div style="display: flex; justify-content: space-around;">   </div>	 <p style="text-align: center; font-size: 1.2em; font-weight: bold;">thrivent®</p> <div style="display: flex; justify-content: space-around; font-weight: bold;"> THE LUNMAN FAMILY THE WEEDEN FAMILY </div>	

IMPACT

Through the generosity of the 2021 YMCA 21st Annual Morrison Family Memorial Golf Tournament, we were able to raise \$130,255 to support our community's most urgent needs and long-term well-being. Thank you for partnering with us during a time unlike any other to transform lives and communities.



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 365 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 nearly 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 1,205+ 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



MORRISON FAMILY YMCA GOLF TOURNAMENT | JUNE 6, 2022

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)	1	1	1	1	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 in Charlotte Business Journal thanking YMCA sponsors	>	>	>			
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 May 6, 2022. 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:

Lisa Schlachter | lisa.schlachter@ymcacharlotte.org | 615-423-5466

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.