



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# HARRIS YMCA SUNNY HARRIS HUTCHINSON MEMORIAL GOLF TOURNAMENT

## PARTNERING FOR A BETTER US

When you sponsor the 2020 Harris YMCA Sunny Harris Hutchinson 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.





# EVENT REACH

**ON MONDAY, MAY 6, 2019, 100 GOLFERS**

took to the fairways and greens of the Raintree Country Club to compete in the annual Harris YMCA Sunny Harris Hutchinson Memorial Golf Tournament.



**COMPANY SPONSORS & TEAMS**

Of the 100 total golfers, the majority participated on behalf of an organization. The 29 corporate supporters come from a variety of industries and most return year after year.

## INDUSTRY

TYPE	# OF COMPANIES
ARCHITECTURE & CONSTRUCTION	7
IT & TECHNOLOGY	4
FINANCIAL & INSURANCE	8
MARKETING & ADVERTISING	2
HEALTHCARE	4
RETAIL	4

## YEARS OF PARTICIPATION

YEARS	# OF COMPANIES
1	6
2-5	8
6-9	5
10-15	8
16+	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 Harris YMCA Sunny Harris Hutchinson 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)
- › Email communication sent to participants pre and post-tournament
- › Recognition on prominently displayed video screens located in high traffic areas at the Harris & Harris Express YMCAs
- › Sponsor signage featured at key points along the course, including hole flags and hole signs, as well as on all golf carts
- › Sponsor thank you banner displayed at event and year-round at the Harris YMCA; annual member usage/viewership totaling nearly 677,000 visits

## SPONSOR BANNER

## HOLE SIGN

## EMAIL RECOGNITION

the Y FOR YOUTH DEVELOPMENT FOR HEALTHY LIVING PERSONAL RESPONSIBILITY YMCA OF GREATER CHARLOTTE

Thank you for supporting the 17th Annual Harry Brace Memorial Golf Tournament. More than 120 golfers, volunteers, and staff took to the course for a day of fun and philanthropy. Check out a full recap of event photos >>

The tournament raised \$50,000 to support the Harris YMCA's initiative to reduce childhood drowning through SafeSwim classes.

Your participation, along with the support of our generous sponsors, will provide:

- Kids at greatest risk of drowning access to life-saving water safety instruction
- Families in Charlotte's fragile communities the opportunity to connect with the resources they need to thrive through a community-focused water safety program

**THANK YOU TO OUR CARING SPONSOR** **synchrony FINANCIAL**  
Engage with us.

View a full list of event sponsors >>  
Save the date for next year's tournament on Monday, May 7, 2018!

Sincerely,  
Tournament Committee

We are always striving to make your experience even better. If you have feedback you would like to share regarding the tournament, please contact: [amanda.brooker@ymcacharlotte.org](mailto:amanda.brooker@ymcacharlotte.org)

## HOLE FLAG

## CHAIR





# IMPACT

In 2019, the Harris YMCA Sunny Harris Hutchinson Memorial Golf Tournament was able to raise **\$55,590 to help fund life-saving programs like Safety Around Water** because of generous sponsor support.



## DROWNING PREVENTION

**Three children die each day from drowning.** What's harder to believe is that **88% of youth drowning incidents occur under adult supervision.** That's why teaching children how to be safe around water is not a luxury; it's a necessity. At the Y, we're committed to preventing drowning by giving kids the chance to learn the life-saving skill of swimming.

## 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. During summer 2019, the program served **1,020 children across 30 local apartment communities.**



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



# HARRIS YMCA GOLF TOURNAMENT

## MONDAY, NOVEMBER 9, 2020

### INVESTMENT OPPORTUNITIES

<b>SPONSOR BENEFITS</b>	<b>PRESENTING \$20,000</b>	<b>RESPECT \$10,000</b>	<b>CARING \$5,000</b>	<b>RESPONSIBILITY \$2,500</b>	<b>FAITH \$1,500</b>
Complimentary foursome(s)	2	2	2	1	1
Recognition on golf cart signage	<b>PREMIER LOGO</b>	<b>PREMIER LOGO</b>	<b>LARGE LOGO</b>	<b>MEDIUM LOGO</b>	<b>NAME</b>
Recognition on event banner	<b>PREMIER LOGO</b>	<b>PREMIER LOGO</b>	<b>LARGE LOGO</b>	<b>MEDIUM LOGO</b>	<b>NAME</b>
Recognition on hole signage along the course (# of signs)	6	4	2	1	
Recognition on YMCA website	<b>ONE YEAR</b>	<b>ONE YEAR</b>	<b>EVENT</b>	<b>EVENT</b>	
Recognition on YMCA branch Facebook page					
Recognition on prominently displayed video screens located in high traffic areas throughout YMCA (30 days)					
Recognition on signage to be displayed for one year at YMCA branch					
Recognition during event announcements					
Recognition on hole flags along the course (# of flags)	6	4	2		
Recognition on exclusive player gift					
Recognition in email(s) communicating event day information with participants					
Recognition in email(s) promoting event to target audiences					

**Foursome includes 18 holes of golf, cart rental, green fees, meals, plus two mulligans and an exclusive gift for each player.**

\*In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by October 16, 2020. If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.



# HARRIS YMCA SUNNY HARRIS HUTCHINSON MEMORIAL GOLF TOURNAMENT

## MONDAY, NOVEMBER 9, 2020

Registration/Lunch: 11:00 AM | Shotgun Start: 12:00 PM | Raintree Country Club

### SPONSORSHIP LEVELS:

- PRESENTING | \$20,000
- RESPECT SPONSOR | \$10,000
- CARING SPONSOR | \$5,000
- RESPONSIBILITY SPONSOR | \$2,500
- FAITH SPONSOR | \$1,500

### CONTACT INFORMATION:

\_\_\_\_\_  
BUSINESS/ORGANIZATION NAME (IF APPLICABLE TO ENTIRE TEAM):

\_\_\_\_\_  
CAPTAIN CONTACT NAME:

\_\_\_\_\_  
CAPTAIN CONTACT EMAIL:

\_\_\_\_\_  
MAILING ADDRESS:

\_\_\_\_\_  
PHONE:

\_\_\_\_\_  
CITY:

\_\_\_\_\_  
STATE:

\_\_\_\_\_  
ZIP:

\_\_\_\_\_  
TEAM MEMBER CONTACT NAME:

\_\_\_\_\_  
TEAM MEMBER CONTACT EMAIL:

\_\_\_\_\_  
TEAM MEMBER CONTACT NAME:

\_\_\_\_\_  
TEAM MEMBER CONTACT EMAIL:

\_\_\_\_\_  
TEAM MEMBER CONTACT NAME:

\_\_\_\_\_  
TEAM MEMBER CONTACT EMAIL:

### PAYMENT OPTIONS:

- CREDIT CARD     PLEASE INVOICE     CHECK (MADE PAYABLE TO HARRIS YMCA)

### CREDIT CARD INFORMATION:

\_\_\_\_\_  
NAME ON CARD:

\_\_\_\_\_  
CARD NUMBER:

\_\_\_\_\_  
EXPIRATION DATE:

**We will follow up for missing team/player registration information. To ensure all sponsor entitlements, confirmation and logos must be received by October 16, 2020.**

Questions? Contact: [amanda.brogdon@ymcacharlotte.org](mailto:amanda.brogdon@ymcacharlotte.org) | 704 716 6873

Harris YMCA | 5900 Quail Hollow Road | Charlotte, NC 28210

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.