



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT PARTNERING FOR A BETTER US

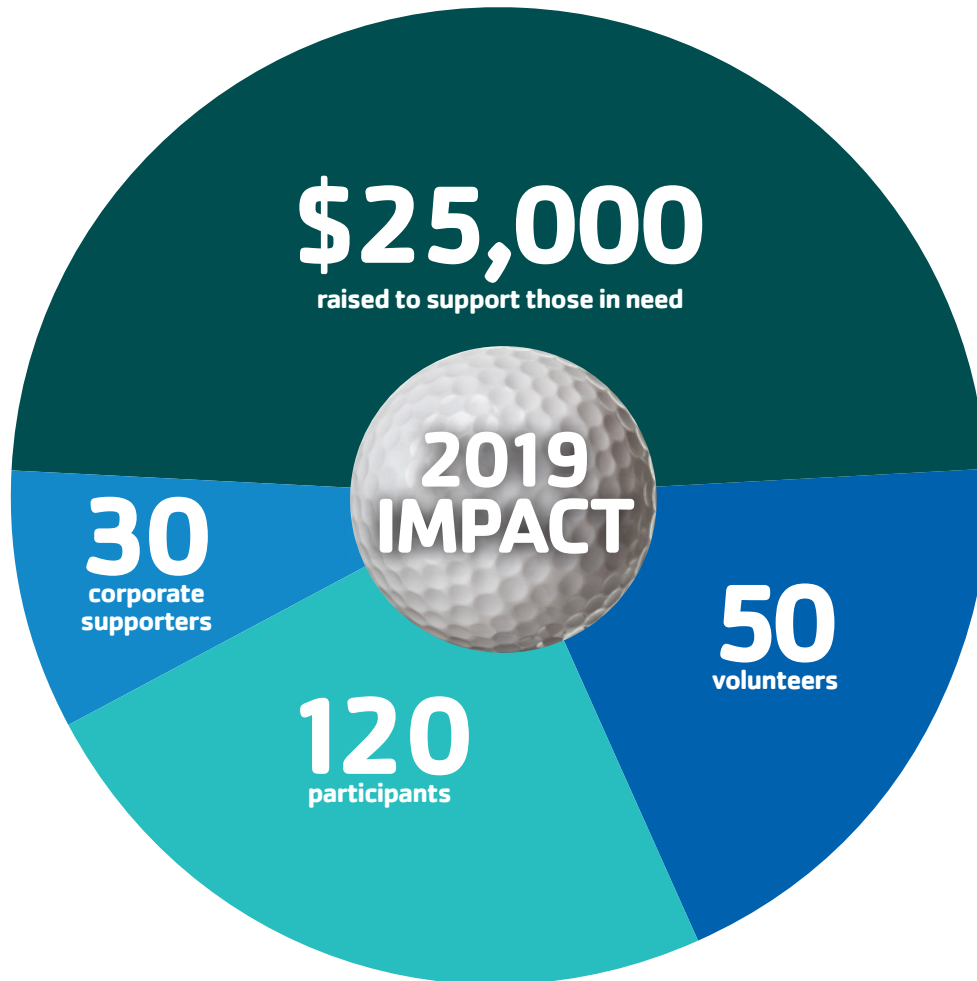
When you sponsor the 2020 Titus L. Ivory Sr. Memorial Golf Tournament, you are partnering with us to make our community better. With your generous support, we can address critical community needs and provide high impact programs that change lives. Together, we can align your organization's philanthropic and marketing goals with meaningful ways to give back and reach target markets.

August 10, 2020
Firethorne Country Club



EVENT REACH

The McCrorey Family YMCA's annual golf tournament is hosted in memory of **Titus L. Ivory Sr.** who exemplified the Y's core values: caring, honesty, responsibility, respect and faith. His legacy lives on through the Y and is honored each year at our golf tournament.



COMPANY SPONSORS & TEAMS

Of the 120 total golfers, the majority participated on behalf of an organization. The 30 corporate supporters come from a variety of industries and most return year after year.





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 Titus L. Ivory Sr. 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 (1 17,400 average monthly visitors)**
- **Social media shout-outs (54,900 followers across all YMCA of Greater Charlotte social channels)**
- **Recognition on prominently displayed signage located in high traffic areas across the McCrorey Family YMCA campus (nearly 105,000 member/guest visits annually)**
- **Sponsor signage featured at key points along the course, including hole signs, as well as on golf carts**

IMPACT

In 2019, the Titus L. Ivory Sr. Memorial Golf Tournament was able to raise **\$25,000 to support our Annual Campaign and expand access to resources, opportunities and relationships that our community needs to thrive.**



STRENGTHENING COMMUNITY

The Y is a leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other. Working locally, we focus on empowering young people, improving health and well-being, and inspiring action in and across communities. We provide a place to play, to learn, to be healthy, to eat well, and to give back. We give parents childcare, young adults job training, seniors a way to connect and children a safe place to go.

By bringing together people from different backgrounds, perspectives and generations, we strive to help all of us be our best selves. We believe that everyone – no matter who they are or where they're from – deserves the opportunity to reach their full potential, and we are committed to making sure people and communities thrive.

YMCA ANNUAL CAMPAIGN

Our Y responds to the unique needs of the communities we serve to create opportunity for all. When you support the YMCA Annual Campaign, you help our Y do what we do best - care for our children and care for our community. Together, we can rebuild connections, reverse learning loss, refuel the future for teens, restore access for all, reimagine our facilities and ramp up partnerships.





TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT MONDAY, AUGUST 10, 2020 INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition on McCrorey Family YMCA Facebook page			
Opportunity to provide promotional item for participant packets			
Recognition on golf cart signage	Large logo	Medium logo	Small logo
Recognition on event banner	Large logo	Medium logo	Small logo
Recognition on hole signage along the course (# of signs)	3	2	1
Complimentary foursome(s)	2	1	1
Recognition on YMCA of Greater Charlotte website	Event	Event	
Recognition on signage to be displayed for one year at McCrorey Family YMCA			
Recognition during event announcements			
Recognition in email(s) communicating event day information with participants			
Recognition in email(s) promoting event to target audiences			

\$200 individual golfer registrations are also available. Each player receives 18 holes of golf, cart rental, green fees, meals and an exclusive gift for each player.

*In order to fulfill benefits with logo usage, sponsors are required to submit a high-resolution logo in EPS format by July 24, 2020.



TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT REGISTRATION MONDAY, AUGUST 10, 2020

SPONSORSHIP LEVELS:

- GOLD | \$5,000
- SILVER | \$2,500
- BRONZE | \$1,000
- INDIVIDUAL GOLFER | \$200

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 MCCROREY FAMILY 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 July 24, 2020.

For more information, contact debbie.smith@ymcacharlotte.org | 704 716 6513

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.