



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# TOURNAMENT

Hosted at Carolina Golf Club  
**SEPTEMBER 21, 2020**

## PARTNERING FOR A BETTER US

**When you sponsor the 2020 YMCA Golfing for Good 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.



**STREAM**  
2020 Presenting Sponsor



# EVENT REACH

**LAST YEAR, 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.

- › Social media shout-outs (54,900 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

A large banner for the 2019 Golfing for Good Tournament. At the top, it says 'the Y 2019 GOLFING FOR GOOD TOURNAMENT'. Below this, it is divided into four quadrants: 'PRESENTING SPONSOR' (STREAM), 'GOLF BALL SPONSOR' (CUSHMAN & WAKEFIELD), 'EAGLE SPONSORS' (STEELFAB, TRAVIS CRAWFORD HEATING AND COOLING, INC.), and 'BIRDIE SPONSORS' (Atrium Health, I=B+VI, CARMEL, Closets byDesign, COORDINATE, DOERRE, EDIFICE, elliecott davis, ICM, InterCon, JENKINS, LOCKTON, REGIONS, SHOWALTER, ULLMAN).

### EMAIL RECOGNITION

An email template for the 2019 Golfing for Good Tournament. It features the YMCA of Greater Charlotte logo and a photo of a golf course. The main text says 'THANK YOU' and lists bullet points: 'Sole shopping to read on grade level the extra support they need to succeed academically', 'Full or greater rate of receiving access to life-saving water safety instruction', and 'Families at churches will have the opportunity to connect with the resources they need to thrive'. It includes a link to 'View a full list of event sponsors >>>' and social media icons for Facebook and Twitter.

### FACEBOOK RECOGNITION

A Facebook post from Childress Klein & Gateway Village YMCAs dated May 15. The text says: 'Thank you to our 2019 YMCA Golfing for Good Tournament sponsors! We are so grateful for their support which allows children who need us most to have access to life-changing Y programs.' Below the text is a graphic showing the tournament logo and a grid of sponsor logos including STREAM, CUSHMAN & WAKEFIELD, STEELFAB, TRAVIS CRAWFORD HEATING AND COOLING, INC., and various Birdie Sponsors.

### HOLE FLAG

A hole flag sign for the 2019 Golfing for Good Tournament. It features the tournament logo at the top, the number '19' and '55' on either side of the STEELFAB logo, and the STEELFAB logo in large blue letters at the bottom.

### SPONSOR SHEET

A vertical graphic titled 'THANK YOU TO OUR GENEROUS SPONSORS'. It lists the 'PRESENTING SPONSOR' (STREAM), 'EAGLE SPONSOR' (STEELFAB), and 'BIRDIE SPONSORS' (I=B+VI ARCHITECTURE, REACON PARTNERS, DiscoverReady, DOERRE, INTERCON, JENKINS, spinade, SHOWALTER, ULLMAN).

# IMPACT

Through the generous support of our 2019 YMCA Golfing for Good Tournament sponsors, we were able to raise more than \$124,000 to support our Annual Campaign and expand access to the 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.

[ymcacharlotte.org/give](https://ymcacharlotte.org/give)





# GOLFING FOR GOOD TOURNAMENT

## MONDAY, SEPTEMBER 21

### INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	\$10,000 PAR 3	\$5,000 EAGLE	\$3,000 BIRDIE	\$1,700 FOURSOME
Foursome(s) - includes 18 holes of golf, cart rental and green fees	2	1	1	1
Two mulligans for each player	>	>	>	>
Exclusive player gift	>	>	>	>
Event signage recognition	Logo	Logo	Logo	Name
Hole signage recognition (# of signs)	3	2	1	
Recognition on YMCA social media channels	Logo	Logo	Name	
Digital signage (YTV) recognition at YMCA for 30 days	Logo	Logo	Name	
Hole flags recognition (# of flags)	2	1		
Verbal recognition during event announcements	>	>		
Contest ticket for each player	>	>		
Recognition in event email communication	>			

As part of registration, each player will receive: 18 holes of golf, golf cart rental and green fees.

\* In order to fulfill benefits with logo usage, sponsors are required to submit a high-resolution logo in EPS format by August 28, 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, SEPTEMBER 21, 2020

## SPONSORSHIP LEVELS:

- PAR 3 | \$10,000
- EAGLE SPONSOR | \$5,000
- BIRDIE SPONSOR | \$3,000
- FOURSOME | \$1,700

## PREFERRED TEE TIME:

- 8:00 AM
- 1:30 PM

## CONTACT INFORMATION:

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

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CONTACT NAME:

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CONTACT EMAIL:

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MAILING ADDRESS:

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PHONE:

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CITY:

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STATE:

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ZIP:

## PAYMENT OPTIONS:

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

## CREDIT CARD INFORMATION:

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NAME ON CARD:

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CARD NUMBER:

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EXPIRATION DATE

**We will follow-up for team/player registration information. To ensure all sponsor entitlements, confirmation and logos by August 28, 2020.**

Questions? Contact: [dalton.moore@ymcacharlotte.org](mailto:dalton.moore@ymcacharlotte.org) | 704 716 6122

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