



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BRACE FAMILY YMCA ANNUAL GOLF TOURNAMENT

PARTNERING FOR A BETTER US

When you sponsor the 2020 Brace Family YMCA Annual 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.

**September 28, 2020
Firethorne Country Club
1:00 PM Shotgun Start**

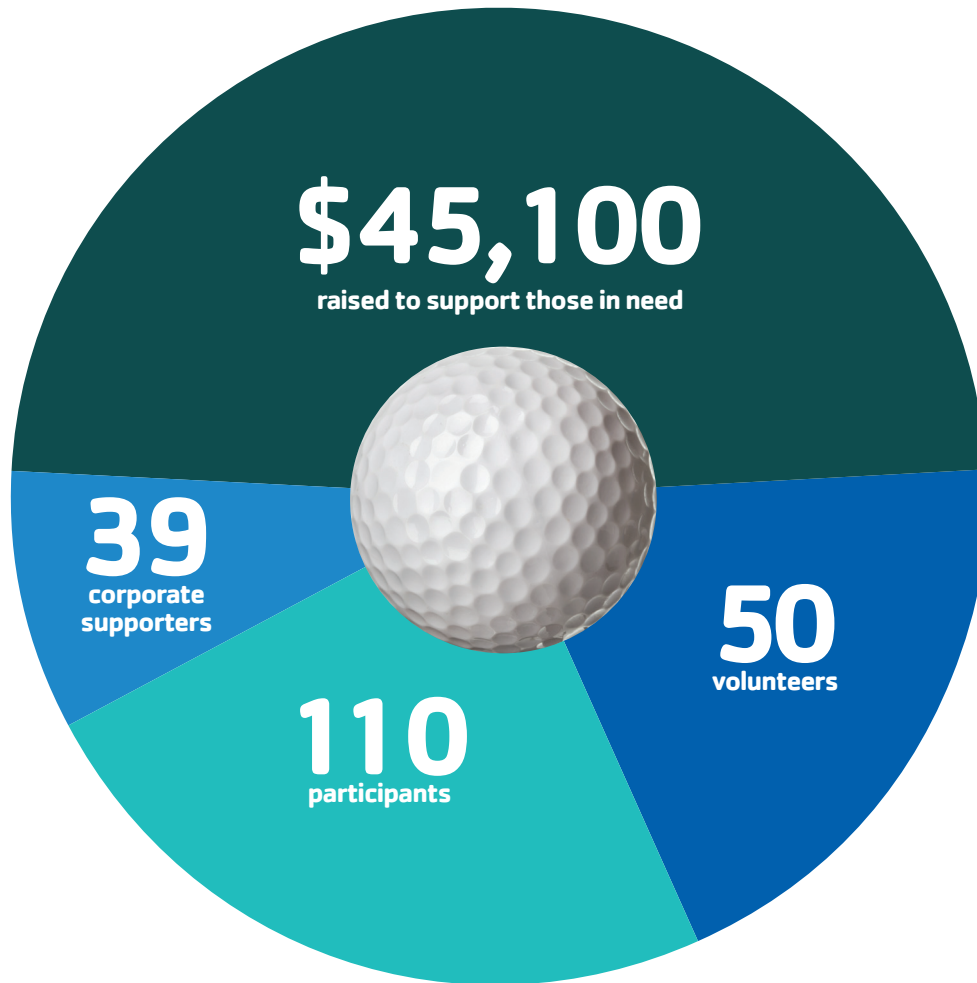




EVENT REACH

IN 2019, 110 GOLFERS

took to the fairways and greens of the Golf Club at Ballantyne to compete in our Y's annual golf tournament.



COMPANY SPONSORS & TEAMS

Of the 110 total golfers, the majority participated on behalf of an organization. The 39 corporate supporters come from a variety of industries and most return year after year.

INDUSTRY

TYPE	# OF COMPANIES
BUSINESS SERVICES	7
CONSTRUCTION & REAL ESTATE	15
FINANCIAL & INSURANCE	3
HEALTHCARE	5
RETAIL	5
OTHER	4

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 Brace Family YMCA Annual 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)
- Recognition on prominently displayed signage located in high traffic areas across the Brace Family YMCA campus (more than 695,000 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 Brace Family YMCA Annual Golf Tournament was able to **raise \$45,100 to help provide children in need with access to Y programs that ignite potential and create opportunities to learn, grow and thrive.**



YOUTH DEVELOPMENT

The Y understands that the future of our community depends on the success of children. We also know that not all children have what they need to thrive. That's why we surround them with strong role models and enriching experiences to promote academic success, build self-reliance and foster lifelong healthy habits.

When you give to the Y, you have the ability to provide children and families in need with access to high-impact youth development programs that can shape a child's future. Your generosity has the potential to fund the financial assistance a child needs to be able to participate in preschool, swim lessons, sports or summer camp.

YMCA CAMP BOOMERANG

Autism affects 1 in 68 children. Each summer the Brace Family YMCA gives more than 200 children with autism and other diverse abilities the opportunity to experience camp alongside their peers through Camp Boomerang. Our inclusion-based camp engages youth ages 5 to 15 in a variety of enrichment and specialized activities and provides one-on-one staff support to help facilitate social interaction and ensure safety.





BRACE FAMILY YMCA ANNUAL GOLF TOURNAMENT MONDAY, SEPTEMBER 28, 2020 INVESTMENT OPPORTUNITIES

Sponsor Benefits	Presenting \$10,000	Hole In One \$7,500	Eagle \$4,000	Birdie \$2,000	Practice Green \$1,000
Recognition on Brace Family YMCA Facebook page	>	>	>	>	>
Opportunity to provide promotional item for participant packets	>	>	>	>	>
Recognition on golf cart signage	Premier Logo	Large logo	Large logo	Medium Logo	Name
Recognition on event banner	Premier Logo	Large logo	Large logo	Medium Logo	Name
Recognition on hole signage along the course (# of signs)	4	3	2	1	
Complimentary foursome(s)	2	2	1	1	
Recognition on YMCA of Greater Charlotte website	One Year	Event	Event	Event	
Recognition on signage to be displayed for one year at Brace Family YMCA	>	>	>	>	
Recognition during event announcements	>	>	>		
Recognition on hole flags along the course (# of flags)	4	3	2		
Recognition in email(s) communicating event day information with participants	>	>			
Recognition in email(s) promoting event to target audiences	>				
Recognition on exclusive player gift	>				

Foursome includes 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 hi-resolution logo in EPS format by September 4, 2020.



BRACE FAMILY YMCA ANNUAL GOLF TOURNAMENT REGISTRATION

MONDAY, SEPTEMBER 28, 2020

Registration/Lunch: 11:30 AM | Shotgun Start: 1:00 PM | Firethorne Country Club

SPONSORSHIP LEVELS:

- ☐ PRESENTING | \$10,000
- ☐ HOLE IN ONE | \$7,500
- ☐ EAGLE | \$4,000
- ☐ BIRDIE | \$2,000
- ☐ PRACTICE GREEN | \$1,000

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 BRACE 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 September 4, 2020.

For more information, contact Kristen Reed | Financial Development Director | 704 716 4202 | kristen.reed@ymcacharlotte.org

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.