



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# MORRISON FAMILY YMCA GOLF TOURNAMENT

## PARTNERING FOR A BETTER US

**When you sponsor the 2021 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, AUGUST 24, 2020 GOLFERS**

took to the fairways and greens of Ballantyne Country Club to compete in the 20th 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 35 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 (117,400 average monthly visitors)
- › Social media shout outs (54,900 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



# 2020 GOLF TOURNAMENT

**PLATINUM SPONSOR**



**McKenney's**  
Building A Higher Standard

**GOLD SPONSORS**



**architech sports**  
PHYSICAL THERAPY  
We Design and Build Athletes



**Atrium Health**



**Brighthouse**  
FINANCIAL  
Build for what's ahead

**SILVER SPONSORS**



**MECKLENBURG**  
RESTORATION • WATERPROOFING

**BRONZE SPONSORS**



**Jeremy Mirok**  
SUBS



**QDOBA**  
MEXICAN EATS



**synchrony**

**THE LUNMAN FAMILY**

**THE WEEDEN FAMILY**



**UBS**  
Jeremy McPherson  
and Family

**HOLE SPONSORS**

Anonymous  
Barringer Construction  
Charlotte Glass  
Einstein's  
Forest Hill Church  
Garmon & Company  
Life Fitness  
Little Diversified Architectural Consulting  
Lunman Family  
Mechanical Contractors, Inc.  
Northwood Office  
Precision Plumbing  
Preferred Electric  
SPX Flow  
Warco Construction

**PRACTICE GREEN SPONSORS**

All-Tag  
Mechanical Contractors, Inc.  
The Elliott Family

# A SUMMER UNLIKE ANY OTHER

When schools ceased in-person classes in March and transitioned to remote learning, summer slide started early for many students. Lack of access to educational resources, technology and structured learning opportunities left our community's most vulnerable students at risk of falling even further behind. During a traditional summer break, low-income students lose an average of more than two months in reading achievement. When combined with a disrupted school year, premature summer slide has the potential to be academically devastating.



## Y READERS

serves students in rising grades K-3 who are reading below grade level. This summer our traditional six-week Y Readers camp was modified in response to the COVID-19 pandemic and our Y's unwavering commitment to reversing learning loss and helping all children succeed academically. In partnership with local schools and churches, we quickly pivoted our program model to offer in-person and virtual experiences, both providing critical reading support for students at no cost to families.

### Virtual Y Readers

- 30-minute lessons delivered daily (Monday - Thursday for 4 weeks) via Zoom
- Lessons tailored to small groups of students based on their instructional needs
- Students were given home resource kits filled with books, literacy games and resources to support their online tutoring sessions

### In-Person Summer Reading Camps

- 2.5 hours of daily (Monday - Thursday for 4 weeks) literacy instruction led by certified teachers and tailored to students' instructional needs
- Students were also given the opportunity to participate in 4 hours of afternoon enrichment activities (outdoor play, indoor games, art, math, science)
- Breakfast, lunch and snack provided daily
- Students received books to build home libraries as well as home resource kits filled with school supplies and educational activities



# MORRISON FAMILY YMCA GOLF TOURNAMENT | JUNE 7, 2021

## 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)	10	8	6	4	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 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 7, 2021. 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:**

**Jessica James-Hill | [jessica.jameshill@ymcacharlotte.org](mailto:jessica.jameshill@ymcacharlotte.org) | 813 340 6542 or 704 716 4645**

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.