



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# YMCA GOLFING FOR GOOD TOURNAMENT

Hosted at Carolina Golf Club

**APRIL 25, 2022**

## THANK YOU FOR PARTNERING WITH US

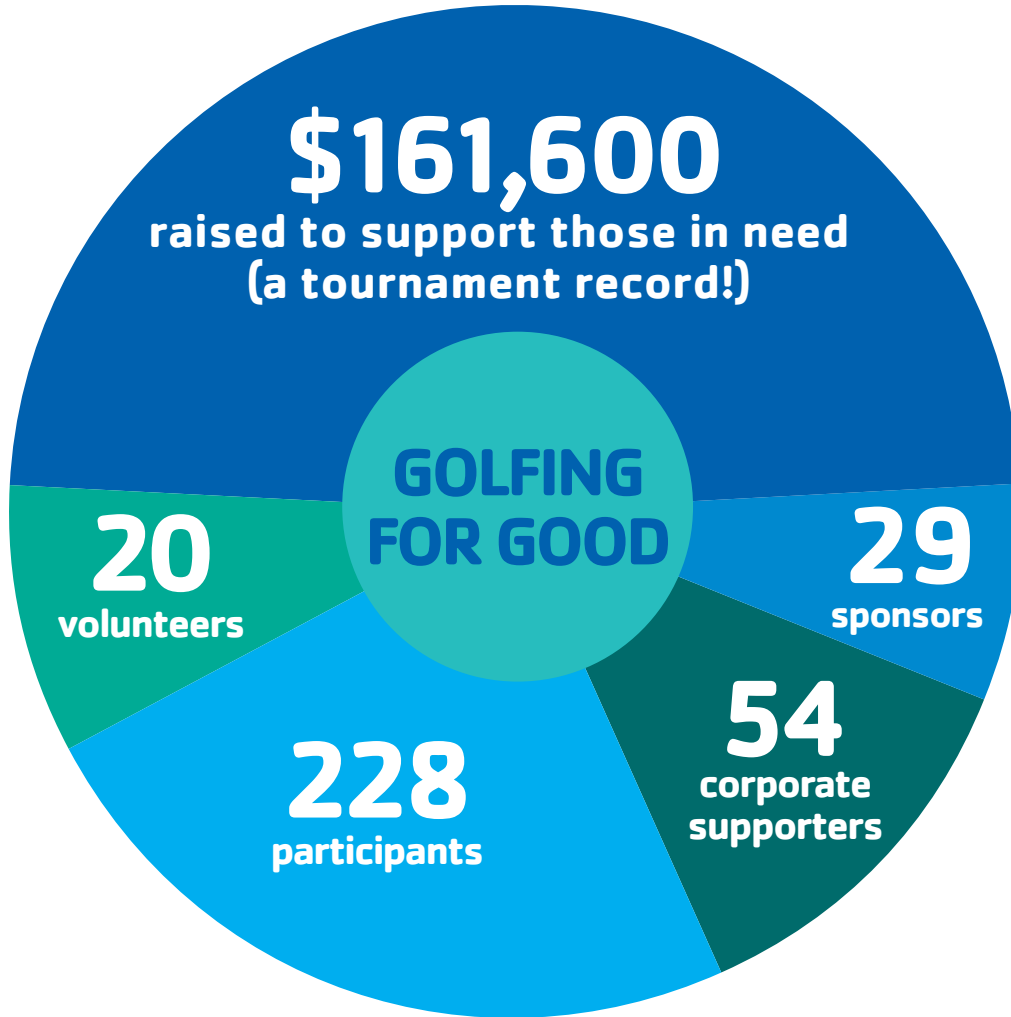
With your generous support, we're able to address critical community needs and provide high impact programs that change lives.



# EVENT REACH

**IN 2021, 228 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 228 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 54 corporate supporters come from a variety of industries and most return year after year.

### INDUSTRY

TYPE	# OF COMPANIES
Construction	10
Financial	10
Other	10
Real Estate	9
Law	4
Accounting	3
Health & Wellness	3
Hospitality	2
Insurance	2
Technology	1

# 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.

- › Recognition on our website (472,000 average monthly visitors)
- › Social media shout-outs (90,000 followers across all YMCA of Greater Charlotte social channels)
- › Email communication sent to participants pre and post-tournament
- › YTV (digital signage) recognition at our branches located in the Uptown market; member usage/viewership totaling more than 13,000 visits annually
- › Sponsor signage featured at key points along the course, including hole flags and hole signs, as well as on all golf carts

## STREAM 2021 PRESENTING SPONSOR

SPONSOR BANNER

 <b>2021 GOLFING FOR GOOD TOURNAMENT</b>	
<b>PRESENTING SPONSOR</b> 	<b>EAGLE SPONSORS</b>      
<b>BIRDIE SPONSORS</b>                        	<b>FOURSOMES</b>                     

YARD SIGN

 <b>GOLFING FOR GOOD TOURNAMENT</b>
<b>HOSPITALITY SPONSORS</b>     

HOLE FLAGS

 <b>GOLFING FOR GOOD TOURNAMENT</b>


# IMPACT

Through the generosity of the 2021 YMCA Golfing for Good Tournament, we were able to raise \$161,600 to support our community's most urgent needs and long-term well-being. Thank you for partnering with us during a time unlike any other to transform lives and communities.



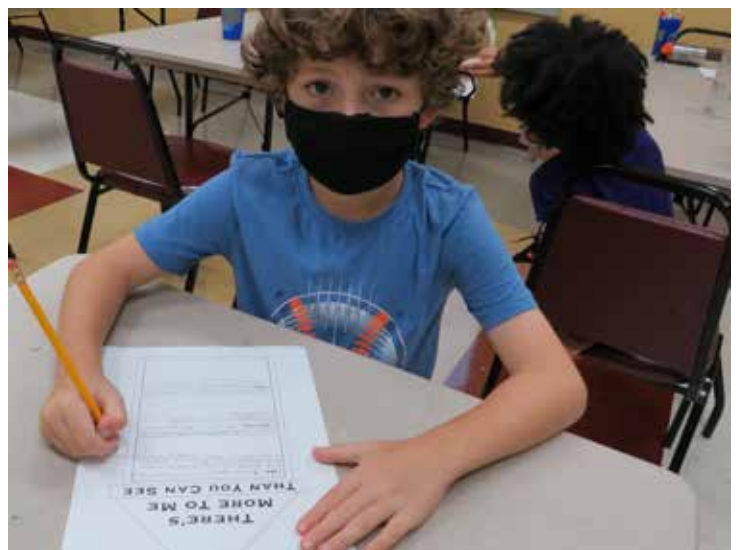
## HERE FOR GOOD

Despite unprecedented and difficult circumstances, our Y remains steadfast in our commitment to youth development, healthy living and social responsibility. Powered by the generosity of our donors, members and partners, we reimagined our branches and reinvented our programs, expanding how we serve those who need us most. And, together, what we've accomplished is truly extraordinary.

**Throughout 2021, we continued our work to serve the community and create opportunities and enriching experiences for all, including:**

- Expanding our partnership with Loaves and Fishes and providing critical access to fresh produce, meat, dairy, and bread through Pop-Up Food Shares, serving more than 20,000 individuals since July 2020
- Engaging 2,935 teens in the Level Up program in four YMCA branches for meals and safe social enrichment programs
- Serving 737 children in Y Readers, our nationally recognized literacy program, during Summer 2021- 518 virtual and 219 in person
- Giving over 11,500 kids the chance to have fun and enriching experiences during our day and overnight camps, while operating safely
- Reactivating sports programs for youth and young adults with diverse abilities like Miracle League Baseball and the inaugural Adaptive Swimming program

**We appreciate our corporate sponsors and the engagement of our volunteer partners!**





# GOLFING FOR GOOD TOURNAMENT

## MONDAY, APRIL 25, 2022

### INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	\$10,000 ACE	\$5,000 EAGLE	\$3,000 BIRDIE	\$1,500 TWOSOME
Foursome – includes 18 holes of golf, cart rental, green fees and two meals	2	1	1	*Twosome
Two mulligans for each player	>	>	>	>
Exclusive player gift	>	>	>	>
Event signage recognition	Logo	Logo	Logo	Logo
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	>	>		
Recognition in Charlotte Business Journal thanking YMCA golf tournament sponsors	>	>		
Premier recognition as either Contest Sponsor, Scoreboard Sponsor, Meal Sponsor or Driving Range Sponsor (Choose 1)	>			

As part of registration, each player will receive: 18 holes of golf, golf cart rental, green fees and two meals.  
\*Twosomes will be paired with another twosome.

In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format by March 30, 2022. 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, APRIL 25, 2022

## SPONSORSHIP LEVELS:

- ACE | \$10,000
- EAGLE SPONSOR | \$5,000
- BIRDIE SPONSOR | \$3,000

## NON-SPONSORSHIP LEVELS:

- TWOSOME | \$1,500

## 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:

---

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 must be received by March 30, 2022.**

Please contact Dalton Moore with any questions: [dalton.moore@ymcacharlotte.org](mailto:dalton.moore@ymcacharlotte.org) | 704 860 6896  
Dowd YMCA | 400 E Morehead Street | Attn: Financial Development | Charlotte, NC 28202