



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



TOURNAMENT

Hosted at Carolina Golf Club

THANK YOU FOR PARTNERING WITH US

Because of your generous support, we're able to address critical community needs and provide high impact programs that change lives. We are grateful for sponsors like you, and we hope you enjoy this report, which shares information about the reach and impact of your investment.

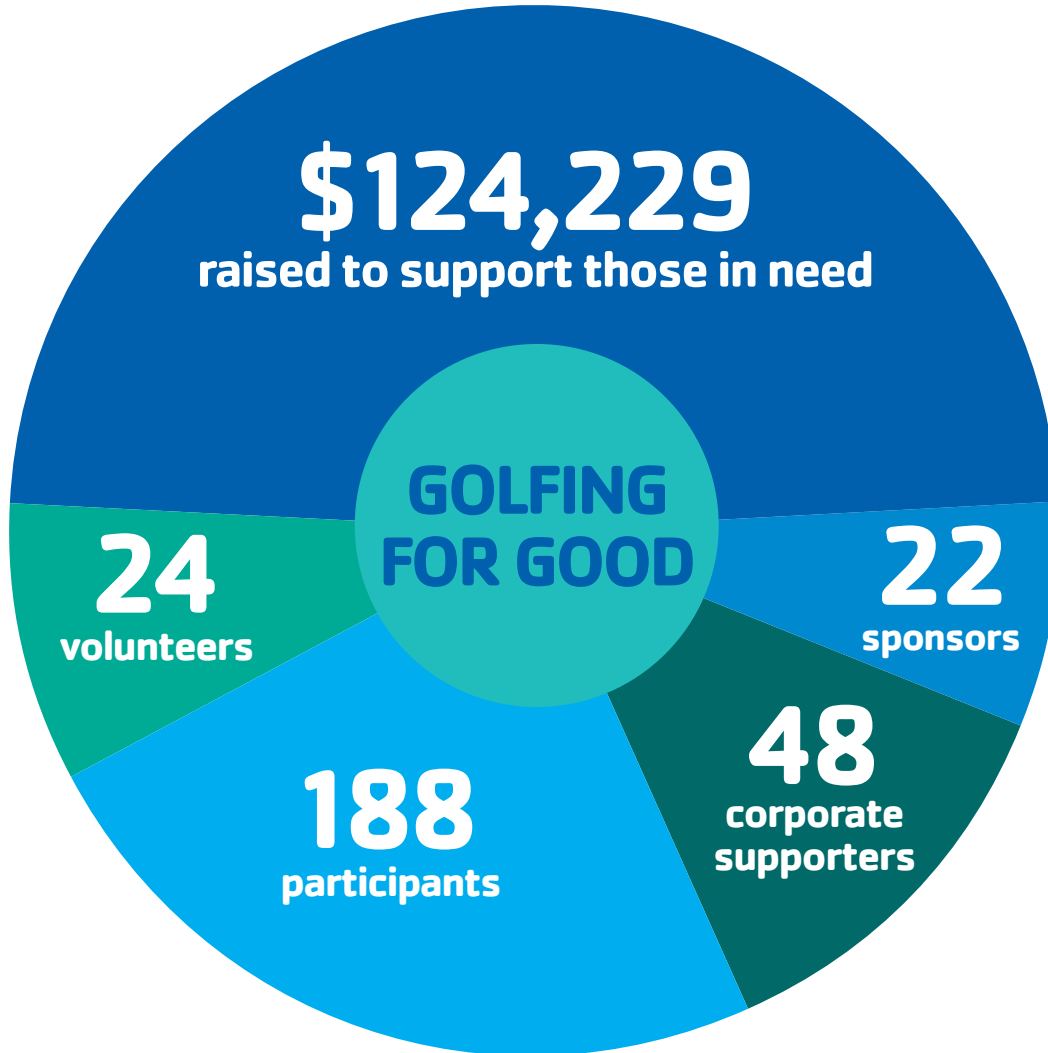



STREAM
2020 Presenting Sponsor



EVENT REACH

IN 2019, 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 (51,800 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

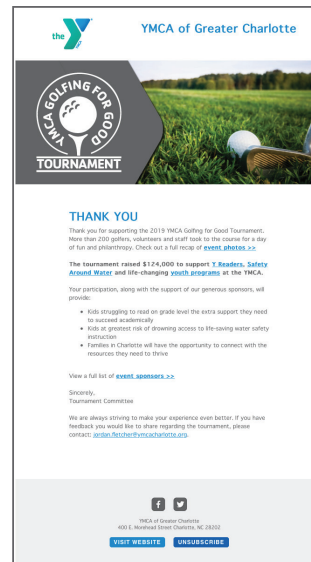
SPONSOR BANNERS



2019 GOLFING FOR GOOD TOURNAMENT

PRESENTING SPONSOR STREAM	GOLF BALL SPONSOR CUSHMAN & WAKEFIELD
EAGLE SPONSORS 19 STEELFAB 55 TRAVIS CRAWFORD HEATING AND COOLING, INC.	BIRDIE SPONSORS Atrium Health, I-B+M, BEACON PARTNERS, CARMEL CONTRACTORS, Closets by Design, Concorde, DOERRE, EDIFICE, elliott davis, ICM, InterCon, JENKINS, LOGKTON, REGIONS, SNOWWALTER, ULLMAN

EMAIL RECOGNITION



YMCA of Greater Charlotte

THANK YOU

Thank you for supporting the 2019 YMCA Golfing for Good Tournament. More than 200 golfers, volunteers and staff took to the course for a day of fun and philanthropy. Check out a full recap of [event photos](#).

The tournament raised \$174,000 to support Y Readers, Safety Around Water and life-changing youth programs at the YMCA.

Your participation, along with the support of our generous sponsors, will provide:

- Kids struggling to read on grade level the extra support they need to succeed academically.
- Kids at greatest risk of drowning access to life-saving water safety education.
- Families in Charlotte will have the opportunity to connect with the resources they need to thrive.

View a full list of [event sponsors](#).

Sincerely,
Tournament Committee

We are always striving to make your experience even better. If you have feedback you would like to share regarding the tournament, please contact: janin.fischer@ymcacharlotte.org

[VISIT WEBSITE](#) [SUBSCRIBE](#)

FACEBOOK RECOGNITION



Childress Klein & Gateway Village YMCAs
May 15

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.

2019 GOLFING FOR GOOD TOURNAMENT

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SPONSOR SHEET



THANK YOU TO OUR GENEROUS SPONSORS

PRESENTING SPONSOR
STREAM

EAGLE SPONSOR
19 **STEELFAB** 55

BIRDIE SPONSORS
I-B+M, BEACON PARTNERS, CARMEL CONTRACTORS, DiscoverReady, DOERRE, EDIFICE, elliott davis, ICM, InterCon, JENKINS, LOGKTON, REGIONS, SNOWWALTER, ULLMAN

HOLE FLAG



the Y GOLFING FOR GOOD TOURNAMENT

19 **STEELFAB** 55

IMPACT

Through your generous sponsorship of the YMCA Golfing for Good Tournament, we were able to raise **\$124,229** to help fund life-changing youth development, drowning prevention and third-grade reading programs. Thank you for partnering to make our community better.



ABOUT Y READERS

Y Readers is the YMCA of Greater Charlotte's nationally-recognized literacy program designed to provide the additional support that students need to be proficient in reading by the end of third grade. The program, offered to families at no cost, focuses on improving students' literacy skills and self-confidence in the classroom. Y Readers serves more than 1,000 students annually across three school districts.

ymcacharlotte.org/yreaders

At an apartment community this summer, a young girl told one of the instructors during class, "Mr. Matthias, guess what I did this weekend? I saved a kid from drowning!" She shared that a young boy was swimming and went into the deep end but couldn't swim. She saw him struggling and used the "reach, throw, don't go" skills that she had learned in Safety Around Water to save the boy. Her mother later told Y staff that this was the second time she had used the skills she learned in the program to save another child from drowning.



ABOUT SAFETY AROUND WATER

Safety Around Water is the Y's on-site water safety program that engages low-income youth living in local apartment communities where pools are often without lifeguards. The 8-session course, taught by certified YMCA swim instructors and lifeguards, teaches children basic water safety and swimming skills that reduce their risk of drowning and give them confidence in and around water.

ymcacharlotte.org/saw



GOLFING FOR GOOD TOURNAMENT

MONDAY, SEPTEMBER 21, 2020

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, green fees and two meals	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, green fees and two meals.

*In order to fulfill benefits with logo usage, sponsors are required to submit a hi-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:

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 CHILDRRESS KLEIN 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 August 28, 2020.

Please contact Jordan Fletcher with any questions: jordan.fletcher@ymcacharlotte.org | 704 716 6498

Childress Klein YMCA | 301 S. College Street | One Wells Fargo Center, Suite 200 | Charlotte, NC 28202