



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT PARTNERING FOR A BETTER US

When you sponsor the 2022 Titus L. Ivory Sr. Memorial 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. Together, we can align your organization's philanthropic and marketing goals with meaningful ways to give back and reach target markets.

Monday, August 8, 2022
Firethorne Country Club





EVENT REACH

The McCrorey Family YMCA's annual golf tournament is hosted in memory of **Titus L. Ivory Sr.** who exemplified the Y's core values: caring, honesty, responsibility, respect and faith. His legacy lives on through the Y and is honored each year at our golf tournament.



COMPANY SPONSORS & TEAMS

Of the 120 total golfers, the majority participated on behalf of an organization. The 30 corporate supporters come from a variety of industries and most return year after year.



MARKETING & BRANDING

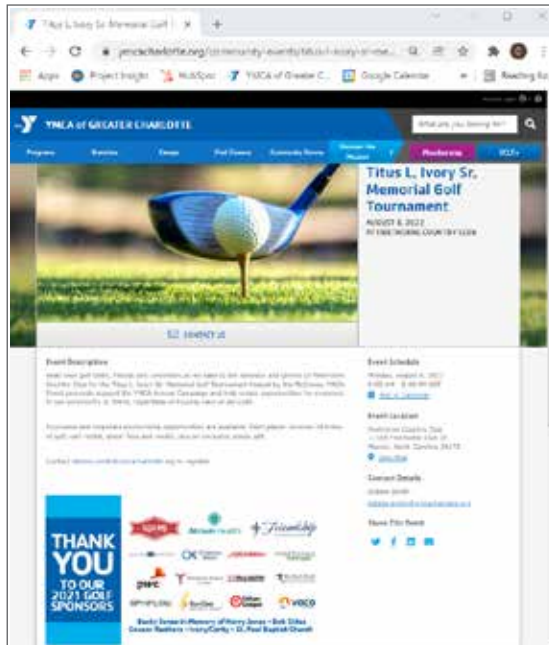
From strategic digital marketing to targeted word-of-mouth recruitment, our advertising strategy and high brand recognition draw first-time and seasoned golfers. As a Titus L. Ivory Sr. Memorial Golf Tournament sponsor, you enjoy significant exposure to our golfers, Y members and the community. Plus, we love recognizing our sponsors! These are just a few examples of sponsor recognition and reach.

- Recognition on YMCA website (472,000 average monthly visitors)
- Social media shout-outs (90,000 followers across all YMCA of Greater Charlotte social channels)
- Sponsor signage featured at key points along the course, including hole signs, as well as on golf carts

X FRAME



WEB SITE



GOLF CART CARDS



IMPACT

Through the generosity of the 2021 YMCA Titus L. Ivory, Sr. Memorial Golf Tournament, we were able to raise \$31,205 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!



TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT MONDAY, AUGUST 8, 2022 INVESTMENT OPPORTUNITIES

SPONSOR BENEFITS	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition on McCrorey Family YMCA Facebook page	>	>	>
Opportunity to provide promotional item for participant packets	>	>	>
Recognition on golf cart signage	Large logo	Medium logo	Small logo
Recognition on event banner	Large logo	Medium logo	Small logo
Recognition on hole signage along the course (# of signs)	3	2	1
Complimentary foursome(s)	2	1	1
Recognition on YMCA of Greater Charlotte website	Event	Event	
Recognition in Charlotte Business Journal thanking YMCA sponsors	>		
Recognition in email(s) communicating event day information with participants	>		
Recognition in email(s) promoting event to target audiences	>		

SPONSOR OPPORTUNITIES:

- > \$250 single hole sign
- > \$250 individual golfer registrations are also available. Each player receives 18 holes of golf, cart rental, green fees, meals and an exclusive gift for each player.

Registration: 7:30 AM
Shotgun Start: 9:00 AM

Women's Short Lesson and Putting Contest:
Start: 10:00 AM
Cost: \$100 (lunch included)

Award ceremony immediately following the tournament.

*In order to fulfill benefits with logo usage, sponsors are required to submit a high-resolution logo in EPS format by July 8, 2022.



TITUS L. IVORY SR. MEMORIAL GOLF TOURNAMENT REGISTRATION MONDAY, AUGUST 8, 2022

SPONSORSHIP LEVELS:

- GOLD | \$5,000
- SILVER | \$2,500
- BRONZE | \$1,000
- INDIVIDUAL GOLFER | \$250

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 MCCROREY 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 July 8, 2022.

Your tax-deductible contribution has the potential to transform children's lives through literacy intervention programs such as Y Readers. The YMCA of Greater Charlotte will utilize fund in the year in which they are given but your gift to support this event may be used in following years should all of the funds not be spent.

For more information, contact debbie.smith@ymcacharlotte.org | 704 716 6513

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.