



BOYS & GIRLS CLUB
OF TRUCKEE MEADOWS

PROGRAMMING EVENT PARTNERSHIPS



(775) 331-KIDS (5437) | BGCTM.ORG



Updated: 3/10/23

Fun With a Purpose

The Boys & Girls Club of Truckee Meadows (BGCTM) is the leading non-profit youth organization in northern Nevada. By partnering with the Boys & Girls Club, you are helping us achieve our mission of serving the youth in our community who need us most.

A vital resource we use to attract youth ages 6-18 to our Club is the promise of fun and creative programming throughout the year. As you will notice, the events in this booklet are centered around creating a fun experience for Club members. But at BGCTM, our fun comes with strategic and intentional programming. As youth participate in these events, they are learning life skills, building character, developing leadership skills and growing into our community's future leaders.

This kind of impactful programming has made BGCTM what it is today and is only possible with help from our community partners. While partnering with the Boys & Girls Club undoubtedly helps the youth in the community thrive, it can also help you. By partnering with us to reach our mission, we can bring your business more exposure in the community and help you enhance your company's status through our respected voice.

An added benefit of a Boys & Girls Club partnership is providing your staff/team with the chance to volunteer. Research has proven that employees who engage in volunteer efforts with one another can show an increase in productivity, improvement in perspective, and can exhibit more ethical behavior. Plus, it's fun!

The events in this booklet all have the potential to provide marketing for your brand, exposure to a large audience and a unique opportunity to build trust between your brand and our community. All while simultaneously supporting kids in Reno, Sparks, Fernley, Ely, Tonopah, and Panaca. *Great Futures Start Here*, because of sponsors like you.

In addition to the various brand opportunities which are associated with each event, partnering with the Boys & Girls Club of Truckee Meadows will provide exposure through the following vehicles of communication:

- Exposure to 25,000+ local email subscribers
- Presence as a community partner on the Club website (www.bgctm.org), newsletters and other marketing collateral
- Social media support with 25,000 average monthly impressions
- Promotions at various sites around northern Nevada
- Engagement opportunities with nearly 13,000 Club members and their families
- Visibility as a partner of a highly respected organization serving Reno/Sparks/Fernley/Ely/Tonopah/Panaca for 40+ years

Scoreboard

PROJECT DESCRIPTION

This sponsorship is certain to be seen by thousands of eyes. This highly-visible placement in our gyms means parents, the community, sponsors, event attendees, visitors, kids and staff will see your company's logo repeatedly. Presently, we have three Clubhouses with scoreboard opportunities. Scoreboard sponsorships are one-to-three-year agreements. You will have first right of refusal if you'd like to renew.

EVENT DATE

2023

COLLATERAL
DUE DATE

One month prior

TARGET POPULATION

Our target population for this sponsorship is Club visitors, kids, parents, the community, volunteers, staff and more!

3 BRANDING OPPORTUNITIES AVAILABLE MULTI - YEAR AGREEMENTS AVAILABLE

William N. Pennington Youth Center

1-Year \$5,000

3-Years at \$4,000 per year = \$12,000

5-Years at \$3,000 per year = \$15,000

SOLD
Semenko Family

Donald L. Carano Youth Center

1-Year \$3,000

3-Years at \$2,500 per year = \$7,500

5-Years at \$2,000 per year = \$10,000

Donald W. Reynolds Youth Center

1-Year \$5,000

3-Years at \$4,000 per year = \$12,000

5-Years at \$3,000 per year = \$15,000



Gym Floor

PROJECT DESCRIPTION

This sponsorship is certain to be seen by thousands of eyes. This highly-visible placement on our gym floors means parents, the community, sponsors, event attendees, visitors, kids and staff will see your company's logo repeatedly. Presently, we have three Clubhouses with gym floor sponsorship opportunities. Gym floor sponsorships are long-term agreements. You will have first right of refusal if you'd like to renew.

EVENT DATE

2023

COLLATERAL
DUE DATE

One month prior

TARGET POPULATION

Our target population for this sponsorship is Club visitors, kids, parents, the community, volunteers, staff and more!

BRANDING OPPORTUNITIES- MULTI - YEAR AGREEMENTS AVAILABLE

William N. Pennington Youth Center

\$250,000

SOLD
Available in 2025

Donald L. Carano Youth Center

\$250,000

SOLD
Renown

Donald W. Reynolds Youth Center

\$250,000

SOLD
Scheels



Sponsor a Classroom

PROJECT DESCRIPTION

Room sponsorships are available throughout our five Clubhouse locations. By sponsoring a room at a BGCTM facility, you help provide the foundation for us to enable our Members to reach their full potential. Classrooms at the Boys & Girls Club of Truckee Meadows are used to teach Art, STEM, Sports & Fitness, Games & Creative Play, Computers & Tech Resources, and Special Interest Clubs.

EVENT DATE

2023

COLLATERAL
DUE DATE

One month prior

CLASSROOM USES

Classrooms at the Boys & Girls Club of Truckee Meadows are used to teach specialized programs to youth during Before & After School programs, Summer & Winter Break programs, and more.

SPONSORSHIP OPPORTUNITIES:

Standard Classroom

\$25,000

STEM Classroom

\$50,000

Currently multiple Standard Classrooms and one (1) STEM Classroom are available for sponsorship at the Mater Accademy.



Sponsor a Classroom at an ELC

PROJECT DESCRIPTION

Early Learning Centers (ELCs) provide quality child care and education for children ages six weeks through Pre K. Sponsorships are available throughout our four existing ELCs, our two new locations in Reno, and future opportunities will be available at our rural ELC locations. By sponsoring a room at an ELC facility, you help provide the foundation for us to enable our youth to reach their full potential.

EVENT DATE

2023

COLLATERAL DUE DATE

One month prior

CLASSROOM USES

Classrooms at Early Learning Centers are used to teach curriculum based on a learning plan for meeting the emotional, physical, social and cognitive needs of children. This is done by using developmentally appropriate practices in a supportive and nurturing environment.

SPONSORSHIP OPPORTUNITIES RANGE FROM \$20,000 - \$100,000:

Classrooms \$25,000 - \$50,000	ELC Kitchen \$50,000
Resource Room \$20,000	ELC Playground \$100,000



Shuttle

PROJECT DESCRIPTION

The Boys & Girls Club vehicles cover a lot of ground 290 days a year. We are offering the opportunity to brand our vans, buses and shuttles! This is a stellar way to show your audience you are a cause-driven business, one who cares about their community. Logos look great on our vehicles for two years and so we sell this opportunity in two-year agreements only. You will have first right of refusal if you would like to renew for another two years with the same or a new message. Every vehicle is a little different, so we will work with you to see what will be best for your company.

EVENT DATE

2023

COLLATERAL DUE DATE

One month prior

TARGET POPULATION

Our target population for this sponsorship is Club visitors, kids, parents, the community, volunteers, staff and anyone at a stop light!

BRANDING OPPORTUNITIES- BI-ANNUAL COST

- Two-year contract
Company logo+ message on one BGCTM vehicle
- Logo and messaging to appear on back panel only
- Size varies per vehicle

PARTNERSHIP COST: \$5,000/2 YEARS



School Buses

PROJECT DESCRIPTION

The Boys & Girls Club acquired three 71-passenger busses in 2022. Sponsoring a bus is a stellar way to show your audience you are a cause-driven business, one who cares about their community. Logos look great on our vehicles for two years and so we sell this opportunity in two-year agreements only. You will have first right of refusal if you'd like to renew for another two years with the same or a new message. We will work with you to see what will be best for your company. Vehicle size varies for each sponsorship opportunity.

EVENT DATE

2023

COLLATERAL
DUE DATE

One month prior

TARGET POPULATION

Our target population for this sponsorship is Club visitors, kids, parents, the community, volunteers, staff and anyone at a stop light!

SCHOOL BUS 1 SPONSORSHIP

- Two-year contract - Bi-annual cost
Company logo+ message on one BGCTM vehicle
- Logo and messaging to appear throughout the bus

SCHOOL BUS 2 SPONSORSHIP

- Two-year contract - Bi-annual cost
Company logo+ message on one BGCTM vehicle
- Logo and messaging to appear throughout the bus

SCHOOL BUS 3 SPONSORSHIP

- Two-year contract - Bi-annual cost
Company logo+ message on one BGCTM vehicle
- Logo and messaging to appear throughout the bus

PARTNERSHIP COST: \$10,000 BI-ANNUALY



Fitness Bus

PROJECT DESCRIPTION

The Fitness Bus is a fantastic sponsorship opportunity to get your brand exposure on a large vehicle, while showing your support of the importance of physical activity for children. The Fitness Bus is fully equipped to host a series of physical activities and “exer-games” to keep kids moving across northern Nevada. Logos look great on our vehicles for two years and so we sell this opportunity in two-year agreements only. You will have first right of refusal if you’d like to renew for another two years with the same or a new message. We will work with you to see what will be best for your company.

EVENT DATE

2023

COLLATERAL
DUE DATE

One month prior

MAIN GOAL

Our Fitness Bus will travel around northern Nevada and mimic the activities offered at our larger facilities to our school sites, smaller Clubhouses and rural locations.

BRANDING OPPORTUNITIES- BI-ANNUAL COST

- Two-year contract
Company logo+ message on the BGCTM Fitness Bus
- Logo and messaging to appear throughout the bus
- Size varies per vehicle

PARTNERSHIP COST: \$5,000 BI-ANNUALY



STEM Bus

PROJECT DESCRIPTION

Sponsoring the BGCTM Science, Technology, Engineering, & Mathematics (STEM) bus is a stellar way to show your audience you are a cause-driven business, one who cares about STEM education in the community. The STEM Bus will allow us to offer a wide variety of BGCA STEM programs that may not be permanently available at rural and smaller locations. Logos look great on our vehicles for two years and so we sell this opportunity in two-year agreements only. You will have first right of refusal if you'd like to renew for another two years with the same or a new message. We will work with you to see what will be best for your company.

EVENT DATE

2023

COLLATERAL
DUE DATE

One month prior

MAIN GOAL

Our STEM Bus will travel around northern Nevada to offer what we have at our larger facilities to our school sites, smaller Clubhouses and rural locations.

BRANDING OPPORTUNITIES- BI-ANNUAL COST

- Two-year contract
- Company logo+ message on the BGCTM STEM bus
- Logo and messaging to appear throughout the bus
- Size varies per vehicle

PARTNERSHIP COST: \$5,000 BI-ANNUALY

SOLD

Emerson Commercial & Residential
Solutions



Katie's Garden

PROJECT DESCRIPTION

Katie's Garden is a collaborative effort with FARMily, a local organization that teaches children farming and sustainable practices. Located at the Bridge Church near our Pennington Clubhouse on Foster Drive, Katie's Garden is a magical learning space for children. The main focus is teaching children about the importance of sustainable living and co-existing with each other and their environment.

EVENT DATE

2023

COLLATERAL
DUE DATE

One month prior

Area	Cost	Area Description
Name a Bench (10 available)	\$1,000	Every garden deserves beautiful places to sit and rest while contemplating the nature around you! These benches will be little havens where little and big helping hands alike will get to sit and rest.
Compost Central	\$3,000	Building soil is a vital element of the garden while reducing waste. Our compost area will allow us to take in food waste and yard waste like leaves and lawn clippings from the Katie's Garden neighborhood and turn these throw away materials back into prime compost to feed our garden.
Council Circle SOLD	\$3,000	The Council Circle is a space that all can come to experience true community, Jenna & Sofia Sterrett be heard, that every person has a gift, a story to share, and is a piece of the whole.
Cornucopia Patch SOLD	\$3,500	This special area is a place for all kids to learn about the three sisters plant Whole Kids Foundation and beans are planted with one another as companion crops, a way for us to teach kids how all things work together to help one another.
Garden Lab/ Garden Classroom SOLD	\$5,000	This beautiful covered classroom/lab is where kids take gardening knowledge to Jim & Peg Murphy learning about the composition of soil to the chemistry of tomato flavors are discovered here.
Tool Shed SOLD	\$5,000	The tool shed allows easy access to shovels, rakes, gloves, seeds, harvesting crates Anita Akert between.
Berry Patch	\$5,000	Raspberries, strawberries, blackberries, gooseberries, goji berries; this area has them all! The berry patch is always the highlight of the garden and the favorite place for kids to come, explore, and snack!

Katie's Garden

Sponsorship Opportunities (cont.)

Area	Cost	Area Description
Native Pollinator Habitat + African Beehive SOLD	\$7,500	"Bee" connected to nature! This area shows kids the amazing power of bees as pollinators. Nina & Dennis Smith We have traditional hives, as well as observation hives that allow kids to see all of the bee magic!
10- 2x12x18 Cedar Raised Beds	\$8,000	Raised beds make it so that little gardeners have easy access to see all that is going on with their fruits and veggies. These off the ground planters are an essential teaching tool and make gardening easy and fun!
Kitchen/Picnic Area SOLD	\$10,000	All the hard work in the garden deserves a beautiful place to prepare a meal and enjoy it. This area Cynthia Orr lots of shade and room to prepare the fruits of our labor!
Parking Lot/Directional Signage	Contact for details	Sign, sign, everywhere a sign! Signage is so important to allow folks to know just where the garden is located and what it is all about.
Matching Hand Crafted Solar Powered Japanese Lanterns	Contact for details	These beautiful and sustainable Japanese solar lanterns will bring culture and aesthetic to our garden and will match our handcrafted Japanese gate!
Garden Gate/Bo/ Presentation Area SOLD	Contact for details	Community Foundation of Northern Nevada This beautiful structure is in a normally locked part of the garden and the ideal area for gathering when events are hosted.
Greenhouse (electric) SOLD	\$15,000	The greenhouse is a vital element in the garden, being the nursery where we Jason & Alix Sterrett NJJ Volleyball Nevada is gone and plants are ready to go into the ground!
Peace Circle SOLD	\$25,000	This beautiful and artistic brick circle is a meeting place to bring everyone together to make decisions, to engage in activities in which honest communications John & Carol Douglass unity building are core desired outcomes.



Food Truck

PROJECT DESCRIPTION

Partner with the Club on our mission to provide meals to members all throughout the year at multiple BGCTM locations. Sponsor our food truck and get your company logo seen on the streets of our community between the hours of 8AM-5PM.

EVENT DATE

2023

COLLATERAL DUE DATE

One month prior

TARGET POPULATION

Members and the community at large.

VOLUNTEER OPPORTUNITY

Ride along! Join us as we distribute free meals to Club members and the community during the summer, or at clubhouses and school sites during the school program.

BRANDING OPPORTUNITIES-

- Two-year title sponsorship
- Logos on side and rear of truck
- Two social media mentions
- Recognition in Club newsletter (digital or print) after event



American Wealth

PARTNERSHIP COST: \$10,000



Planned Giving

FREEWILL+BOYS & GIRLS CLUB OF TRUCKEE MEADOWS

Have you considered protecting your future but don't know where to start? The Boys & Girls Club of Truckee Meadows is here to help you. We've partnered with our friends over at FreeWill to give our community free access to an estate planning tool. In case you need a refresher on why creating your will is so important, it can:

- Help you protect your future and the future of your loved ones
- Ensure you can exercise agency over important decisions in your life
- Cement your legacy with the Boys & Girls Club of Truckee Meadows, so together we continue changing the lives of local youth.

FreeWill's online resources remove the costs of estate planning and takes about 20 minutes to complete — it's an easy way to get peace of mind for the future ahead.

You can check off all of these items with one simple step:

Create your will at FreeWill.com/BGCTM or scan the QR code below.



Chicken Wing Eating Contest

EVENT DESCRIPTION

The Annual Teen Chicken Wing Competition pits teen members and Club staff from Club sites throughout the area against one another to see who will be crowned the Chicken Wing Eating Champ. This is the best-attended teen event at the Club all year, as more than 100 young people gather together to cheer on their friends and watch the drama unfold. After the feast, enjoy watching a touchdown dance competition.

EVENT DATE

February 10, 2023

COLLATERAL DUE DATE

January 2023

TARGET POPULATION

The target population of this event is the Club's teen members from various Club sites within the Truckee Meadows area.

BRANDING OPPORTUNITIES

- Title sponsorship
- One banner placement at event (must provide your own banner)
- Logo on winner's trophy
- Logo on 1,000+ event flyers & posters distributed to Boys & Girls Club teen sites in Reno and Sparks
- Three social media mentions
- Recognition in Club newsletter after the event

PARTNERSHIP COST:

\$2,000 - OR - 1,200 CHICKEN WINGS;
600 BBQ AND 600 SPICY

(ONLY ONE AVAILABLE)



Cioppino Feed

EVENT DESCRIPTION

When people think of The Boys & Girls Club of Truckee Meadows... they think of the Jack T. Reviglio Cioppino Feed. It is our largest fund-raiser of the year and arguably the largest nonprofit fund-raiser in northern Nevada. This exclusive event attracts many of the region's top business men and women and receives significant media attention. 1,600+ guests will be exposed to your logo, product, or brand on this fun-loving positive night! Don't miss your chance to be a part of something remarkable. Great food, unparalleled auction items and immense community support.

EVENT DATE

February 25, 2023

COLLATERAL DUE DATE

January 15, 2023

TARGET POPULATION

Our target population for this event prominent community Businesses and individuals

VOLUNTEER OPPORTUNITY

Get your staff or team involved in this crab crackin' cause! Help set up, organize auction items, cook, manage live auction and more!



Cioppino Feed

SPONSORSHIP DETAILS

\$11,000 – TABLE WINE SPONSOR (WHITE WINE - \$4,000) (RED WINE \$7,000)
<ul style="list-style-type: none"> • Sponsor on both types of the main • Logo on event presentation screens • Primary logo placement on all Cioppino Feed table wine- over 200 red and 250 white bottles. • Three social media mentions • One press release mention <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">California Sierra Express</p>
\$10,000- SEAFOOD SPONSOR
<ul style="list-style-type: none"> • Prominent recognition as the main seafood sponsor • Logo on event presentation screens • Three social media mentions • One press release mention <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">The ROW</p>
\$5,000 – INSIDE COVER PROGRAM
<ul style="list-style-type: none"> • One full page ad on inside cover of Cioppino Feed program • All 1,600 attendees will see a program <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">Renaissance Dental</p>
\$3,500 – PLACEMAT SPONSOR
<ul style="list-style-type: none"> • Prominent logo on 1,600+ table place mats • Logo on event presentation screens • Three social media mentions • One Press release mention <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">American Wealth</p>
\$3,500 - AUCTION PADDLE SPONSOR
<ul style="list-style-type: none"> • Logo on the back of 800+ auction paddle • Logo on event presentation screens • Three social media mentions • One Press release mention <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">Anthem Blue Cross</p>

\$5,000 – \$10,000 AUCTION ITEM UNDERWRITING
<ul style="list-style-type: none"> • Help the Club secure auction items that will raise the most amount of resources • Receive acknowledgment for underwriting item in the Cioppino Feed program- Above the item description
BAR SPONSOR (MAIN BAR - SOLD TO SPIEGEL FOUNDATION- \$5,000) (SECONDARY BAR - AVAILABLE - \$2,500)
<ul style="list-style-type: none"> • Provided signage at the bar (main bar in the sports center, secondary bar in the youth center) throughout the event • Banner placement on the bar <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">The Thomas Spiegel Foundation</p> <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">Basin Street Properties</p> <p style="text-align: center; color: red; font-weight: bold;">Mentioned on social media</p>
\$3,000 – APPETIZER SPONSOR (TWO AVAILABLE)
<ul style="list-style-type: none"> • Host your own food station and hand out your company's delicious appetizer to 1600+ Cioppino Guests. OR pay for the Club to host appetizers and we will hang your banner at the booth. • Banner placement in Club Cafeteria*
\$2,000– RAFFLE & PRIZE SPONSOR (THREE AVAILABLE)
<ul style="list-style-type: none"> • Logo on the front of the raffle and coupon/ advertisement on the back of the ticket • Banner placement about raffle prizes* <p style="text-align: center; color: red; font-weight: bold; font-size: 2em;">SOLD</p> <p style="text-align: center; color: red; font-weight: bold;">NPCE</p>
\$1,000+ TO SPONSOR A MEMBER
<ul style="list-style-type: none"> • Choosing to donate to Sponsor a Member helps support membership fees, sports fees, food costs, etc.
AUCTION ITEM DONOR
<ul style="list-style-type: none"> • Get your company's items or services in front of 1,600+ people! Donate a mobile or live auction item. <p>Contact: events@bgctm.org</p>

Boys & Girls Day Out

EVENT DESCRIPTION

Each Spring, BGCTM joins Boys & Girls Clubs throughout the nation to celebrate Boys & Girls Club Week. The highlight of the week is Boys & Girls Nite Out (BGNO). Members from all Club sites are transported to one of our two BGNO locations, the Reynolds Facility on East Ninth Street and the Pennington Facility on Foster Drive. Members spend quality time with community volunteers and together, the groups play carnival games, enjoy carnival-themed snacks and earn tickets to purchase prizes.

EVENT DATE

Spring Break
March 22, 2023

COLLATERAL DUE DATE

February 2023

TARGET POPULATION

Our target population for this event is all members ages 6-12 from all of our 40+ locations.

VOLUNTEER OPPORTUNITY

Get your staff or team involved in BGDO! This night is not only a great place to market your business, but also a wonderful way to engage your employees in meaningful volunteer-ism in a fun and lively environment.



BOYS & GIRLS DAY OUT SPONSORSHIP DETAILS

\$3,500 – TITLE SPONSOR (TWO AVAILABLE)

- Recognition as a Title Sponsor
- Primary logo placement on the *front* of 1,600 event t-shirts, including shirts worn by youth and volunteers
- Primary logo placement on official flyers, and all three e-blasts
- Up to three banner placements at event*
- Company name mentions in all press materials
- Three company sponsorship announcements on social media channels
- 20 event t-shirts

\$2,000 – GOLD SPONSOR (TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Prominent logo placement on the *back* of 1,600 event t-shirts, including shirts worn by youth, staff and volunteers
- One banner placement at event*
- Company name mention in all press materials
- Prominent logo placement on all three e-blasts and event website
- One company sponsorship announcement on social media channels
- 10 event t-shirts

*Must provide your own banner(s)

\$1,250 – SILVER SPONSOR (FOUR AVAILABLE)

- Logo placement on the *back* of 1,600 event t-shirts, including shirts worn by youth, staff and volunteers
- Company logo placement on all three e-blasts
- Company name mention in all press materials
- One company sponsorship announcement on social media channels
- Five event t-shirts



Technology Package

EVENT DESCRIPTION

It's a priority of the Club to make sure our members are equipped with the latest technology to assist with various Club programming. Between our 40+ locations, we have hundreds of iPads, laptops, and desktop computers in the hands of our members each day. Your logo would be featured on these devices and your sponsorship will allow us to continue to provide our youth with opportunities, we consider to be critical to their technological development. You will also receive acknowledgment on our Clubhouse screens, social media pages, and the Club newsletter.

EVENT DATE

2023

COLLATERAL DUE DATE

One month prior to desired launch

TARGET POPULATION

Nearly 13,000 Club members- who are accessing the devices + BGCTM social media followers



TECHNOLOGY PACKAGE SPONSORSHIP DETAILS:

- Be the sole Technology Sponsor at the BGCTM Clubhouse of your choice.
- Logo on Club iPad screen-savers and cases
- Logo on Club desktop computers screen saver/home screen
- Logo on Clubhouse lobby screens
- Three social media mentions
- Press release written and sent to media outlets

PARTNERSHIP AVAILABLE AT ALL FIVE BGCTM CLUBHOUSES

THREE-YEAR PARTNERSHIP COST:

\$10,000 - \$50,000

Interested parties should contact Lisa Anderson for additional information.

Scholarships

ASK US HOW YOU CAN CREATE YOUR OWN SCHOLARSHIP FOR BGCTM TEENS!

It is our priority to ensure each teen member has a post-high school plan. That plan can be joining the military, enrolling in a trade or vocational school, going straight into the work force, or college, of course. This is a customizable opportunity and a chance to play a large role in a hard-working teen's future. You name the scholarship, it's conditions, the amount and the duration of the scholarship. Club scholarships can be set for annual giving with a term limit, or an endowed scholarship.

Some of our current scholarships include: Pauline Helms Scholarship, MaryBeth & Colin Smith Scholarship, The Clyde and Gail Batavia Scholarship, Vicky Reviglio Scholarship, Jack Reviglio, Service Scholarship, Lud Corrao Scholarship, Rita Q. Rogers Scholarship, Dean and Gloria Smith Foundation Scholarship, Dr. James and Caroline Lynch Spine Nevada Scholarship, Hot August Nights Scholarship, Jack & Bette Stanko Champion Chevrolet Scholarship, John Raffealli Scholarship, Bill & Doris Pearce Memorial Scholarship, John & Karin Jelavich Scholarship, Norm Dianda Scholarship, Thomas Bahan Scholarship, and the BGCTM Board.

Great Futures Start Here!

Contact
Lisa Anderson
Dir. of Resource
Development at
775-360-2455
landerson@bgctm.org
for information



We acknowledge our scholarships at our Annual Awards Banquet for an affluent audience of 800+. We also announce on our website, in social media and in newsletters.

Field Trip T-Shirts

EVENT DESCRIPTION

During school breaks, Club members can be seen throughout the community on daily field trips; we are everywhere! Destinations include the Discovery Museum, Lake Tahoe, Truckee River, Wild Waters, the movies, and many more local hot spots. These brightly-colored shirts are required apparel for every field trip attendee and are easily identifiable in public settings.

EVENT DATES

Summer, Fall, Winter
and Spring Breaks

COLLATERAL DUE DATE

March 15, 2023

TARGET POPULATION

These t-shirts are distributed to over 2,000 Club members at various sites across northern Nevada and are worn around the community throughout the year.

BRANDING OPPORTUNITIES

- Logo placed on approximately 2,200 field trip t-shirts
- Recognition on Club Newsletter as the exclusive Field Trip T-Shirt sponsor

EXCLUSIVE PARTNERSHIP COST:
\$20,000

OR

SHARED PARTNERSHIP WITH
DUAL LOGO PLACEMENT:
\$10,000 EACH



Kickoff to Summer RENO

EVENT DESCRIPTION

Each May the Boys & Girls Club gets ready for summer with the annual Kickoff to Summer event. Kickoff to Summer is a chance for parents to renew memberships and register for all the Club's summertime programming. At the event, parents can attend an orientation, receive free Club memberships, complete paperwork and ask all their Club-related questions. While parents are busy, kids can play games and create projects with Club staff. We even serve a free barbecue lunch for the whole family. It's the perfect way to get kids and families ready for an action-packed summer at the Boys & Girls Club. The Reno Kickoff to Summer is held at the Boys & Girls Club's East Ninth Street facility.

EVENT DATE

Late Spring 2023

COLLATERAL DUE DATE

March 2023

TARGET POPULATION

Approximately 2,000
parents and youth
throughout the Reno/
Sparks community
attend this annual event.

VOLUNTEER OPPORTUNITY

Kick off summer with fun in the sun! Get your staff or team involved in our Kickoff to Summer! This event is not only a great place to market your business, but also a wonderful way to engage your employees in volunteer-ism in a fun and lively environment. Help serve food, manage traffic or work a BGCTM booth!



Kickoff to Summer - Reno

SPONSORSHIP DETAILS

\$2,500 – TITLE SPONSOR

- Recognition as exclusive Title Sponsor
- Up to five banner placements at event*
- Company name mentions in radio advertisements and all press materials
- Primary logo placement in 2,500 official flyers and two e-blasts
- Two company sponsorship announcements on social media channels
- 20' x 20' booth space at event with kid-friendly activities

\$1,250 – GOLD SPONSOR (TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Up to two banner placements at event*
- Company name mention in radio advertisement and all press materials
- Prominent logo in two e-blasts
- One company sponsorship announcement on social media channels
- 10' x 10' booth space at event – booth must include kid-friendly activities

**Must provide your own banner(s)*

\$750 – SILVER SPONSOR (SIX AVAILABLE)

- Company logo placement in two e-blasts
- One banner placement at the event*
- Company name mention in radio advertisement and all press materials
- Company sponsorship mention on social media channels

SOLD
Nevada Health Link



Spelling Bee

EVENT DESCRIPTION

Each Spring, Boys & Girls Club members from Reno, Sparks, Mason Valley, North Lake Tahoe, and Western Nevada gather in Reno to participate in the Annual Spelling Bee. Members practice their spelling skills throughout the year and then participate in smaller-scale spelling bees at individual sites to determine the competitors for the annual Spelling Bee. Every participant gets a prize, and trophies are awarded for the best speller in each grade.

EVENT DATE

April 2023

COLLATERAL DUE DATE

One month prior

Members, their parents, family members, and other community members attend to support our members during the event.

TARGET POPULATION

The target populations for our Spelling Bee are Club members from the northern Nevada as well as their parents, family members, and other community members who watch to support our members during the event.



BRANDING OPPORTUNITIES

- Exclusive Title Sponsorship
- Logo on 200 event participant t-shirts
- Logo on all event awards/trophies
- Logo displayed on screen behind spellers during final round of the event
- Three social media mentions
- Recognition in Club newsletter after the event

PARTNERSHIP COST: \$3,000
(ONLY ONE AVAILABLE)



Mother's Day Brunch

EVENT DESCRIPTION

Mothers make the world go round. Every year, the Club throws a Mother's Day Brunch to celebrate the women in our lives. Mothers and their families are invited to the Club to enjoy breakfast with the family. Arts and crafts projects are available as well as photo opportunities. It is a great and affordable way for the family to show Mom they care. This event takes place at our Donald W. Reynolds Clubhouse.

EVENT DATE

May 14, 2023

COLLATERAL DUE DATE

April 2023

TARGET POPULATION

This brunch is open to all Club members, their families, and anyone in the community!

VOLUNTEER OPPORTUNITY

Volunteers can help with: cooking, serving, garbage, set up, clean up, or meal distribution.

BRANDING OPPORTUNITIES

- Exclusive Title Sponsorship
- Logo on event flyers
- Logo on all Mother's Day photo frames
- Brand recognition in centerpieces
- Banner placement at the Event (must provide your own banner)
- Inclusion in one site list e-blast promoting the event
- Two social media mentions
- Recognition in Club newsletter (digital or print) after event

PARTNERSHIP COST: \$1,500
(ONLY ONE AVAILABLE)



Clubhouse Family Nights

EVENT DESCRIPTION

We hold Family Nights a few times each year to keep our parents engaged and up-to-date with all things BGCTM. Parents not only have an opportunity to have a free night of quality time with their kiddo, but they get to see what activities and programs their children have been participating in all school year/summer. Sponsoring our Family Night means you will have a chance to have real conversations with parents and guardians of Club kids. If this is your target audience, then your ability to reach and educate is excellent. We hold several Family Nights throughout the year.

EVENT DATE

TBD 2023

COLLATERAL
DUE DATE

One month prior

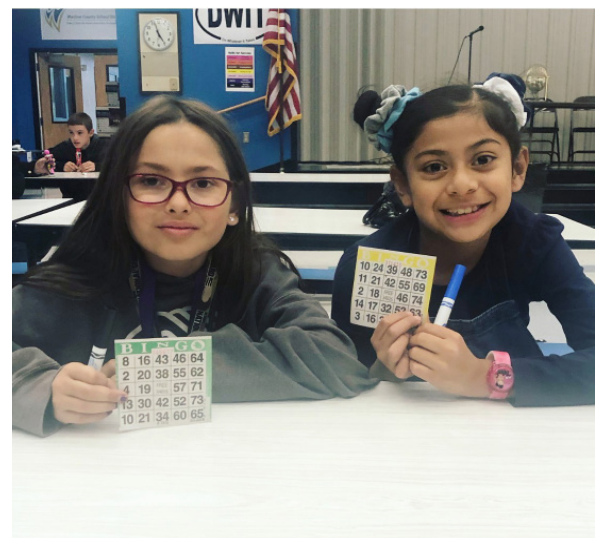
TARGET POPULATION

Youth and teen
members and their
families

BRANDING OPPORTUNITIES (AVAILABLE AT ALL FIVE CLUBHOUSES)

- Exclusive Title Sponsorship (per event)
- Logo on event flyers
- Logos on presentation screen at the event
- Banner placement at the event (must provide your own banner)
- Two social media mentions
- Opportunity to table and/or speak at the event

EXCLUSIVE PARTNERSHIP
COST: \$1,000 PER EVENT



Marge's Camp

EVENT DESCRIPTION

Marge's camp allows Club members to experience the great outdoors in a summer-camp environment. This week-long camping trip is full of crafts, hiking, adventures, swimming, canoeing, paddle boards, and more. For many, it is their very first camping trip. There are separate weeks for boys and girls. Space is limited. All campers receive a Marge's camp sweatshirt to be worn all-year-long!

EVENT DATE

July-August 2023

COLLATERAL DUE DATE

May 1, 2023

TARGET POPULATION

Sweatshirts are worn by more than 100 youth members and Club staff and can be seen throughout the Reno/Sparks/Fernley community.



Marge's Camp

SPONSORSHIP DETAILS

\$20,000 – TITLE SPONSOR

- Recognition as exclusive Title Sponsor/Camp naming rights
- Camp sweatshirt with name of camp on front
- Primary logo placement in official letters and three e-blasts
- Three company sponsorship announcements on social media channels



\$5,000 – SILVER SPONSOR (TWO AVAILABLE)

- Company logo placement in one eblast
- Company sponsorship mention on social media channels
- Company name on back of sweatshirt

\$10,000 – GOLD SPONSOR (TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Logo on back of camper's sweatshirt
- Prominent logo in two e-blasts
- Two company sponsorship announcements on social media channels



BGCTM Charity Golf Tournament

EVENT DESCRIPTION

The Club is FOREtunate to have this fantastic athletic event in the name of local kids. This year, we are DOUBLING the size of our annual golf tournament. Approximately 240 golfers tee off across two courses after enjoying a hearty breakfast and a bloody mary for a day of fun and charity. Golfers are treated to a game or refreshment at every hole. Once the last club is swung, golfers eat a delicious BBQ lunch, win awards and prizes, and the raffle and auction prize winners are announced.

EVENT DATE

August 4, 2023

COLLATERAL DUE DATE

June 1, 2023

TARGET POPULATION

Local business men and women, golf enthusiasts and supporters of the Club.



BOYS & GIRLS CLUB
OF TRUCKEE MEADOWS

— 15TH ANNUAL —
MICROSOFT
CHARITY GOLF
TOURNAMENT



Golf Tournament

SPONSORSHIP DETAILS

\$25,000 – TITLE SPONSOR

- Naming rights. Title Sponsor name integrated into the event branding
- Two (2) Foursomes in the tournament
- 16 entries for Welcome Event (Thurs. evening)
- Eight (8) VIP Exclusive Gifts - \$150 to Concept Shop at Tournament
- Company logo featured on the official event flyer, Save the Date, and invitation
- Company logo featured on the event website
- Company logo on event personal giveaway
- Full-page program ad
- Recognition with an article in Club newsletter
- Mention in press release and eblasts
- Mobile Bidding platform recognition
- Opportunity to place info booth or activity at Welcome Party
- Opportunity for company representative to speak at the tournament
- Company banner featured in lunch area*
- Company sponsorship announcement on Social Media channels
- Opportunity to place collateral in tee bags
- Opportunity to host a hole activity
- Advertisement on carts



\$10,000 – CORPORATE SPONSOR (TWO AVAILABLE)

- Company name featured on official event flyer
- Two (2) Foursomes in the tournament
- Eight (8) Welcome Party entries the night prior to the tournament
- Eight (8) VIP Exclusive Gifts - \$100 to Concept Shop at the tournament
- Company logo featured on the event website
- Full-page program ad
- Recognition on the Mobile Bidding platform
- Three (3) Social media mentions
- Mention in press release and eblasts
- Company logo on tournament giveaway
- Two (2) Hole sponsorships
- One (1) Hole Activity
- On-site banner placement opportunities*
- Opportunity to place collateral in tee bags

\$7,500 – PRESENTING SPONSOR (ONE STILL AVAILABLE)

- Company name featured on official event flyer
- Company logo on tournament giveaway
- One (1) Foursome in the tournament
- Eight (8) Welcome Party entries the night prior to the tournament
- Four (4) VIP Exclusive Gifts - \$100 to Concept Shop at the tournament
- Company logo featured on the event website
- Full-page program ad
- Recognition on the Mobile Bidding platform
- Two (2) Social media mentions
- Mention in press release and eblasts
- Company logo on tournament giveaway
- One (1) Hole sponsorships
- One (1) Hole Activity
- On site banner placement opportunities*
- Opportunity to place collateral in tee bags



Golf Tournament

SPONSORSHIP DETAILS

\$5,000 – WELCOME EVENT SPONSOR

- Banner placement at Welcome Event*
- “Welcome Event Presented by” on all marketing materials
- Opportunity to place an info booth or activity at the Welcome Event
- Opportunity for company representative to speak at the Welcome Event
- Recognition at tournament Welcome Event and Awards Luncheon
- Three (3) social media mentions
- Mention in press release and eblasts
- One (1) Foursome in the tournament



ONE (1) \$8,000 – LUNCH SPONSOR -OR- TWO (2) \$4,000 LUNCH SPONSORS

- Company logo(s) on table centerpieces
- Banner placement in lunch area*
- Three (3) social media mentions
- Mention in press release and eblasts
- Opportunity for company representative to speak at lunch
- “Lunch Presented by” on all marketing materials
- Recognition at tournament Welcome Event and Awards Luncheon
- Two (2) Foursomes for single sponsor, one (1) Foursome per dual sponsors

\$5,000 – DRINK CART SPONSOR (TWO AVAILABLE)

- Be the exclusive Drink Cart Sponsor on one of two courses (Hills Course or Lakes Course)
- Company logo on all drink tokens given to golfers (two per golfer)
- Recognition at tournament Welcome Event and Awards Lunch
- Two (2) Social media mentions
- Mention in press release and eblasts
- One (1) Foursome in the tournament

\$5,000 – PHOTO BOOTH SPONSOR

- Company logo on digital photo booth frame
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$4,000 – BREAKFAST SPONSOR

- “Breakfast Presented by” on all marketing materials
- Logo sticker placement on breakfast item
- Two (2) Social media mentions
- Mention in press release and eblasts
- Banner placement in breakfast area*
- Banner placement in the lunch area*
- One (1) Foursome in the tournament

*Must provide your own banner(s)

Golf Tournament

SPONSORSHIP DETAILS

\$3,000 – GOLF CART SPONSOR (TWO AVAILABLE)

- Be the exclusive Golf Cart Sponsor on one of two courses (Hills Course or Lakes Course)
- Company logo on 80 golf cart screens
- Banner placement in lunch area*
- Two (2) Social media mentions
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$3,000 – CHIPPING CONTEST SPONSOR

- You man the game! A team from your company will run the Chipping Contest at the tournament
- Signage or tabling opportunity on the chipping green
- One (1) Social media mentions
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$3,000 – PUTTING CONTEST SPONSOR

- You man the game! A team from your company will run the Chipping Contest at the tournament
- Signage or tabling opportunity on the putting green
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$3,000 – DRIVING RANGE SPONSOR

- Signage or tabling opportunity on the driving range
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$1,500 – PROGRAM SPONSOR

- Full-page ad in the program
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon

\$500 – HOLE ACTIVITY

- Opportunity to table at a hole, hand out collateral, host an activity, or give out food & drinks

\$500 – PROGRAM AD

- Full-page ad in the program

\$250 – TEE SPONSOR

- Company name on sign at tee box

Flag Football

EVENT DESCRIPTION

This Flag Football passing league is a non-contact form of football; no blocking or tackling. The only positions are quarterbacks, receiver, running back, and center. Teams are developed for 3rd-8th grades. Picture your company name on the back of these youth jerseys. Parents and coaches alike will see your business name both on and off the field! Support kids and get your name out there in the community!

EVENT DATE

TBD 2023

COLLATERAL DUE DATE

One month prior

TARGET POPULATION

The target population for this incredible sport are youth, parents, and community members.



Flag Football

SPONSORSHIP DETAILS

\$2,500 – TITLE SPONSOR

- Recognition as exclusive Title Sponsor
- Prominent logo placement on 1,000 t-shirts
- Primary logo placement on all e-blasts
- Company sponsorship announcement on social media channels

\$1,200 – GOLD SPONSOR (TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Prominent logo placement on back of 1,000 t-shirts
- Prominent logo placement on all e-blasts
- 10 t-shirts

\$500 – SILVER SPONSOR (TWO AVAILABLE)

- Company logo placement on the back of 1,000 t-shirts
- Five event t-shirts

Day For Kids Reno

EVENT DESCRIPTION

Day for Kids is a community celebration for kids and families, focusing on the importance of spending meaningful time with a child. The event is part of a nationwide celebration within Boys & Girls Clubs of America. Day for Kids hosts over 50 community vendors – local companies and nonprofits that share information about their services and offer a kid-friendly game or activity. Parents can also find resources for their children, including free memberships to the Boys & Girls Club. Kids and parents all receive a free event t-shirt and barbeque lunch.

EVENT DATE

September 2023

COLLATERAL DUE DATE

August 1, 2023

TARGET POPULATION

Day for Kids is attended by approximately 1,200 parents, children and family members.

VOLUNTEER OPPORTUNITY

This is a community-wide event that asks all families to come have fun with one another. Your company will gain great community exposure and your staff can feel good about educating the community about what your company has to offer. Play games, hop in a bounce house or help a kid climb the rock wall!



Day For Kids Reno

SPONSORSHIP DETAILS



\$3,500 – TITLE SPONSOR

- Recognition as exclusive Title Sponsor
- Company name mentions in radio advertisements and all press materials
- Brief speaking engagement opportunity during event
- Up to three banner placements at event*
- Primary logo placement on 2,500 official flyers and all three e-blasts
- Four company sponsorship announcements on social media channels
- 20 event t-shirts,
- Seven PA announcements during event &
- 20' x 20' booth space at event**

\$2,500 – GOLD SPONSOR

- Prominent recognition as the exclusive Gold Sponsor
- Up to two banner placements at event*
- Company name mention in radio advertisement and all press materials
- Prominent logo placement on all three e-blasts
- Two company sponsorship announcements on social media channels
- 10 event t-shirts,
- Five PA announcements during event
- 10' x 10' booth space at event**

\$1,500 – SILVER SPONSOR (FOUR AVAILABLE)

- Company logo placement on all three e-blasts
- Company name mention in radio advertisement and all press materials
- One company sponsorship mention on social media channels
- Five event t-shirts,
- Three PA announcements during event
- 10' x 10' booth space at event**

\$0 – NON-PROFIT BOOTH

- 10' x 10' booth space at event**

*Must provide your own banner(s)

**All booths must have kid-friendly game or activity

Girls Sports Night

EVENT DESCRIPTION

We offer many sports programs for girls including, basketball, volleyball, karate, cheer, flag football and more! Team sports promote, confidence, health, positive body image, leadership, teamwork and more. Unfortunately, the older girls get, the lower their participation rates drop. So BGCTM decided to create Girls Night- a chance to celebrate women in sports! The main event of the night is a basketball clinic run by the Nevada Women's Basketball team. We also invite local female business women to speak about their journey with sports and their career. It's a night of encouragement, strength and positivity. If you feel as passionately as we do about keeping girls in sports, please consider sponsoring our Annual Girls Night!

EVENT DATE

October 2023

COLLATERAL DUE DATE

September 2023

TARGET

POPULATION

We attract youth and teen members, their families, and the local community to take part in this event.

GIRLS SPORTS NIGHT SPONSORSHIP INCLUDES:

- Recognition as the Exclusive Title Sponsor
- Logo on 100 t-shirts
- Logo on event flyers
- Logos on presentation screen at the event
- Banner placement at the event (must provide your own banner)
- Inclusion in e-blast and press release promoting the event
- Two social media mentions
- Recognition in Club newsletter after event

**PARTNERSHIP COST: \$2,500
(ONLY ONE AVAILABLE)**



Reno Ballers Uniforms

EVENT DESCRIPTION

Reno Ballers is the premier youth basketball program in Reno and Sparks, offering fun, high-quality basketball development as well as competition for boys and girls in 3rd – 8th grades. Each year, hundreds of area youth are exposed to this great sport through the Ballers program and are taught important lessons about sportsmanship, responsibility and hard work. These teams also travel around northern Nevada and California nearly every weekend to play in highly attended tournaments.

EVENT DATE

Yearlong Usage

COLLATERAL DUE DATE

November 2023-June 2024

TARGET

POPULATION

Parents and spectators of the Ballers program. The uniforms will be worn by local youths from ages 9-14 during over 200 local games as well as tournaments throughout northern Nevada and California for nine months.



TITLE SPONSOR: \$15,000

BRANDING OPPORTUNITIES

- Recognition as the exclusive Title Sponsor
- Your logo on every Ballers uniform for one year
- Your logo on approximately 200 pieces of practice gear
- Recognition and presence at the Ballers Extravaganza in June, an event attended by over 500 people



BALL HANDLING CAMP SPONSOR: \$2,500 (TWO AVAILABLE)

- Logo on 200 specialty t-shirts distributed to the Saturday morning ball handling camp attendees
- Recognition during the Ball Handling Camp at the beginning of the season.



Reno All Star Basketball League Uniforms

EVENT DESCRIPTION

The Boys & Girls Club hosts a winter basketball league annually. Not only does this league teach kids about the importance of leading a healthy lifestyle, but also drives home essential lessons in teamwork, sportsmanship, ethics and leadership. Our Reno winter basketball league is the largest sports league run by the Boys & Girls Club of Truckee Meadows with nearly 1,000 youth, ages 5 to 12 years old. Practices and games run four nights a week for two months in three gyms across northern Nevada. Our league helps kids to develop their basketball talents along with various skills that can be applied throughout their lives.

EVENT DATE

Yearlong Usage
(November-March Season)

COLLATERAL DUE DATE

August 1, 2023

TARGET

POPULATION

These uniforms will be worn by nearly 1,000 youth throughout the year and seen by hundreds of parents, family members and community members.

TITLE SPONSORSHIP COST:

\$10,000 (ONLY ONE AVAILABLE)

- Company logo on 1,000 Winter Basketball League uniforms
- Logo on score table banners at two playing sites.

GOLD SPONSORSHIP COST:

\$2,500 (TWO AVAILABLE)

- Company logo on score table banners at two playing sites



Teeny Tots League Uniforms

EVENT DESCRIPTION

The Boys & Girls Club hosts a variety of sports leagues throughout the year for youth ages 3 to 5 years old. Not only does this league teach kids about the importance of leading a healthy lifestyle, but also drives home essential lessons in teamwork, sportsmanship, ethics and leadership. These leagues, known as Teeny Tots, are designed for little ones to learn the basics of basketball in the winter, tee ball in the spring, soccer in late summer and gymnastics in the fall. These camps are attended by more than 150 children annually.

EVENT DATE

Yearlong Usage
(During four
six-week sessions)

COLLATERAL DUE DATE

September 1, 2023

TARGET

POPULATION

These uniforms will be worn by over 150 youth throughout the year and seen by hundreds of parents, family members and community members.

TITLE SPONSOR:

\$5,000 (ONLY ONE AVAILABLE)

- Company logo on the back of Teeny Tot t-shirts, totaling over 150 uniforms worn in various sports leagues throughout the year

SOLD
The Smile Shop



LIT/Jr. Staff Shirts and Sweatshirts

EVENT DESCRIPTION

The Leaders in Training (LIT) and Junior Staff program is designed for all teens that are interested in gaining leadership skills and focuses on workforce development. Teens are able to volunteer at different community service events, learn how to manage their money, set future goals by learning about different career clusters and apply for scholarships. Teens in the program also have the opportunity to apply for their first paid job at the Club and still attend fun trips!

EVENT DATE

2023/2024

COLLATERAL DUE DATE

October 1, 2023

TARGET

POPULATION

Sweatshirts are worn by nearly 125 of our Leaders in Training and Jr. Staff Members during the cold months and can be seen throughout the Reno/Sparks/Fernley/Ely community.

BRANDING OPPORTUNITIES

- Exclusive logo on hundreds of sweatshirts given to LIT's and Jr. Staff members to wear around our community.

PARTNERSHIP COST:

\$5,000



Barrels & Bites

EVENT DESCRIPTION

Each November, Southern Glazer's Wine & Spirits hosts an exclusive wine, beer, and spirits tasting event to benefit the Boys & Girls Club of Truckee Meadows. With over 2,500 people in attendance, this event helps raise valuable resources for the Club each year. 100+ alcohol vendors come together with food provided by the Peppermill, Raley's, and other local restaurants to create an electric atmosphere that is unlike any other event in Reno. With a silent and live auction, plus amazing door prizes, this event is sure to be a great time each and every year.

EVENT DATE
September 8, 2023

COLLATERAL DUE DATE
July 1, 2023

TARGET POPULATION
Our target population for this event is adults age 25 and up, with an estimated attendance of 2,500.



BARRELS & BITES

\$20,000 – PRESENTING SPONSOR

- Recognition as exclusive Presenting Sponsor on all print materials
- Prominent logo placement with “Presented by” distinction on all official event tickets and wristbands, posters, flyers, registration website, and three event e-blasts
- Recognition on multiple presentation screens throughout the event
- Three company name mentions from the MC during the event
- Opportunity for speaking engagement at the event
- Up to three banner placements at event*
- Company name mentions in all press materials
- Three company sponsorship announcements on all social media channels
- 20 tickets to the event



\$10,000 – PLATINUM SPONSOR

- Recognition as exclusive Platinum Sponsor
- Exclusive logo placement on 3,000 champagne flutes. Logoed flutes will be distributed to attendees who have paid to participate in the Diamond Drop
- Opportunity to have your staff volunteer at the event by distributing logoed champagne flutes at the booth to participating attendees.
- Prominent logo placement on all official event tickets and wristbands (Up to 3,000)
- Logo placement on official event posters, registration website, mobile bidding website, and three event e-blasts
- Recognition on presentation screens throughout the event
- Two company name mentions from the MC during the event
- Mic time during the diamond winner announcement
- Up to two banner placements at event
- Company name mentions in all press materials
- Two company sponsorship announcements on all social media channels



*Must provide your own banner(s)

BARRELS & BITES

\$5,000 – GOLD SPONSOR (ONLY THREE AVAILABLE)

- Logo placement on all official event posters and three event e-blasts
- Logo placement on ticket registration and mobile bidding websites
- Recognition on presentation screens during the event
- Company name mentions in all press materials
- Two company sponsorship announcements on social media channels
- 10 tickets to the event



\$1,000 FMV - RAFFLE PRIZE DONATION

- Donate a package or prize to be raffled off during the evening; item will be valued at fair market value
- Logo placement on raffle prize
- Logo placement on ticket registration and mobile bidding websites
- Recognition on presentation screens during the event

AUCTION DONATION

- Donate a package or prize to be auctioned off during the evening
- Recognition on mobile bidding platform

Annual Awards Banquet

EVENT DESCRIPTION

Arguably the most rewarding night for BGCTM. This event is a formal dinner held in the Eldorado Grand Exhibition Hall for 800+ people to honor our two Youths of the Year (YOY), Members of the Year, and community members who have gone above and beyond to help the Club. These members have overcome adversity in life to find success in academics, character & leadership, healthy life skills, sports, arts and/or music. Attendees are often moved to tears as they listen to the YOY speeches. The objective of the night is to educate past and present donors/supporters about the Club's accomplishments over the past year and recognize those who have been major supporters of the Club. This event will also stream on television so viewers all across northern Nevada can witness this incredible event.

EVENT DATE

November 9, 2023

COLLATERAL DUE DATE

August 2023

TARGET POPULATION

Present and past donors, board members, potential donors, parents, volunteers, and general public



Annual Awards Banquet

SPONSORSHIP DETAILS

\$30,000 – TITLE SPONSOR

- Exclusive title sponsor of the event
- “Presented by” and your company logo on the Save the Date, invitation, and eblasts
- Recognition in event presentation
- Three-minute speaking opportunity at the event, or mutually agreed upon messaging played during the event
- Recognition on the event website
- Full-page ad in event program
- Three social media mentions on all Club channels
- Recognition in Club newsletter and event press release
- 30-second commercial* during December television broadcast of the event
- Two tables of 10 at the Awards Banquet

*Must produce your own commercial

\$25,000 – YOUTH OF THE YEAR SPONSOR

- \$20,000 of the sponsorship goes to scholarships for the YOY
- Exclusive presenting sponsor of the Youth of the Year for the evening
- Introduce the YOY at the event + a two-minute speaking opportunity
- Recognition in Club newsletter and event press release
- Recognition on event website and eblasts
- Logo on printed Awards Banquet invitation
- Full-page ad in event program
- Two tables of 10 at the Awards Banquet
- Two social media mentions on all Club channels

SOLD
Hot August Nights Foundation

\$5,000 - ANNUAL VIDEO SPONSOR

- Exclusive presenting sponsor of the Boys & Girls Club promotional video that is played at the event
- Logo placement at the end of the video
- Recognition during the event
- Recognition on event website and eblasts
- Recognition in event program
- One social media mention
- Recognition in Club newsletter
- One table of 10 at the Awards Banquet

SOLD
Aetna

Annual Awards Banquet

SPONSORSHIP DETAILS

\$3,000 – COCKTAIL HOUR/ BAR SPONSOR

- Posterboards on easels with logos next to the 2 cocktail bars
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

\$3,000 – WINE SPONSOR

- Logoed sticker on 150 table wine bottles
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

\$3,000 – CENTERPIECE SPONSOR

- Logoed on or near 80 centepieces
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

\$2,000 – YOUTH OF THE YEAR + MEMBER OF THE YEAR EXPERIENCE SPONSOR

- Opportunity to provide all clothing for the evening for the two Youths of the Year, the Reviglio Scholarship winner, and nine Members of the Year, including tuxedos and dresses
- Recognition during the event
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

\$2,000 – EMOTIONAL SUPPORT SPONSOR

- Logo on 800 individual tissue packets placed on the banquet tables
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

\$1,000 - SPONSOR A TABLE (MULTIPLE AVAILABLE)

- Sponsor the table for either the YOY or BGCTM Staff,
- Sponsor name on the table at the event
- Recognition during the event
- Recognition in event program
- One social media mention

\$1,500 – PROGRAM SPONSOR

- Exclusive full-page back cover ad
- Recognition on event website
- Recognition in Club newsletter

\$2,500 – MEMBER AWARD BANQUET SPONSOR - OCTOBER 2023

This event is before the Annual Awards Banquet and honors award winners from all Reno/Sparks locations. This event is free for families and approximately 200 Club and family members attend each year.

- Logo on eblasts distributed to all Reno/Sparks Boys & Girls Club of Truckee Meadows site lists
- One banner placement at the event in front of 360 Boys & Girls Club members and their families*
- Logo on large video screen during the event
- Logo on flyer distributed to all Clubhouses
- Logo on all tables
- Logo printed on programs

**Must provide your own banner(s)*

Community Thanksgiving Dinner

EVENT DESCRIPTION

Each year, The Boys & Girls Club of Truckee Meadows works tirelessly to supply community members with Thanksgiving meals that align with their individual needs. Both plated meals and take-home meal kits are provided so families can enjoy a Thanksgiving dinner together, regardless of their ability to cook a full meal at home. All meal options include a main entree, hot and cold sides, and a dessert. The meal kits, depending on support, reach all BGCTM rural locations, including other Boys & Girls Club organizations in the area. With our sponsors' help, we distributed over 2,500 Thanksgiving meals in 2022.

EVENT DATE

November 21, 2023
(Tuesday before Thanksgiving)

COLLATERAL DUE DATE

October 1, 2023

TARGET POPULATION

Boys & Girls Club members, Early Learning Center kids and community members.

VOLUNTEER OPPORTUNITY

Thanksgiving is clearly a time to give back to the community. Sponsorship of this event means not only will you help provide meals to the community, but your staff will also get involved by helping with meal prep, the packing of grocery bags, or meal distribution. It is quite possibly the most heartwarming event of the year for the Club.



Community Thanksgiving SPONSORSHIP DETAILS



\$15,000 – TITLE SPONSOR

- Exclusive recognition as Title Sponsor
- Prominent logo placement on meal boxes/bags
- Primary logo on 2,500 event flyers distributed throughout the community
- Primary logo on two e-blasts
- Five social media mentions
- Recognition in press release
- Recognition in Club newsletter after the event

\$10,000 – GOLD SPONSOR

- Logo on 2,500 event flyers distributed throughout the community
- Logo on two e-blasts
- Two social media mentions
- Recognition in press release
- Recognition in Club newsletter after the event

\$5,000 – SILVER SPONSOR (TWO AVAILABLE)

- Recognition on event eblasts and on 2,500 event flyers distributed throughout the community
- Two social media mentions
- Recognition in Club newsletter after the event

Need - price per plated meal from Anne

Reno Breakfast With Santa

EVENT DESCRIPTION

Breakfast with Santa is a successful holiday event, where community members take photos with Santa, decorate ornaments, get their faces painted, and eat a free breakfast with their community members. This event serves hundreds of Boys & Girls Club families at our East Ninth Street Clubhouse and they look forward to the event year after year; your business can be seen as a major community supporter.

EVENT DATE

December 2023

COLLATERAL DUE DATE

November 1, 2023

TARGET POPULATION

All Club families are the target audience for this event, as well as families involved in the foster care system, military families, and the community at large.

VOLUNTEER OPPORTUNITY

Your staff can distribute meals, free coats and more to Club and community families.



BRANDING OPPORTUNITIES

- Exclusive recognition as Title Sponsor
- Logo on 1,000+ event flyers distributed to Boys & Girls Club sites throughout Reno/Sparks/Fernley
- One site-wide e-blast promoting the event
- Three social media mentions
- Recognition in Club Newsletter after the event



PARTNERSHIP COST:

\$2,500

Member Christmas Parties

Celebrate the holiday with our members in a big way. Your company can make the holidays brighter for deserving Club kids. Sponsor a Clubhouse or school site and provide funding for a special meal, or provide small presents to members. Presents, treats and Santa! Member Christmas parties are an awesome way to celebrate the holidays with deserving Club kids.

EVENT DATE

December 2023

COLLATERAL DUE DATE

Two weeks prior to party

TARGET POPULATION

Members ages 6-12. Our teen members are encouraged to give back and volunteer at this event. They then have their own celebration at a different time.

VOLUNTEER OPPORTUNITY

Your staff can attend the party and help distribute presents and meals! It will be one of the most rewarding days of your year!

Community support just might warm up the holidays for a BGCTM Member.

BRANDING OPPORTUNITIES

- Press release and social media recognition
- Recognition in Club newsletter after the event
- Company logo event flyers



Member Christmas Parties

EVENT LOCATIONS

• Donald W. Reynolds Facility	2680 E. Ninth St. Reno, NV 89512
• William N. Pennington Facility	1300 Foster Dr. Reno, NV 89509
• Donald L. Carano Youth Center	1090 Bresson Ave. Reno, NV 89502
• Rollan Melton Elementary School Site	6575 Archimedes Ln. Reno, NV 89523
• Neil Road Youth Site	3905 Neil Rd. Reno, NV 89502
• Lois Allen Elementary School Site	5155 McGuffey Rd. Sun Valley, NV 89433
• Donner Springs Elementary School Site	5125 Escuela Way Reno, NV 89502
• Esther Bennett Elementary School Site	5900 Sidehill St. Sun Valley, NV 89433
• Lemmon Valley Youth Site	325 Patrician Way Lemmon Valley, NV 89506
• Verdi Elementary School	250 Bridge St. Verdi, NV 89439
• Hidden Valley Elementary School	2115 Alphabet Dr. Reno, NV 89502
• Desert Skies Middle School	7550 Donatello Drive Reno, NV 89433
• Pinecrest Middle School	1150 Silent Sparrow Drive Sparks, NV 89411
• Our Lady of Snows Elementary School	1125 Lander St Reno, NV 89509
• Larry D. Johnson Community Center (Teen)	1200 12th St. Sparks, NV 89431
• Fernley Elementary & Intermediate Schools	320 Highway 95A South Fernley, NV 89408
• Ely Elementary & Intermediate Schools	844 Aultman Way Ely, NV 89445
• E. L. Wiegand Early Learning Center	1270 Foster Dr. Reno, NV 89509
• Our Place Early Learning Center	605 S. 21st Street Sparks, NV 89431
• Johnson Family Early Learning Center	3700 Safe Harbor Way Reno, NV 89512
• Reno Avenue Early Learning Center	440 Reno Avenue Reno, NV 89509

SITE	PARTY ONLY	PARTY W/ COST OF MEMBER GIFTS *
Donald W. Reynolds Facility	\$1,500	\$3,500
William N. Pennington Facility	\$1,500	\$3,500
Donald L. Carano Youth Center	\$1,000	\$2,500
Other Club Sites	\$500	\$1,500

Member Sweatshirts

PROJECT DESCRIPTION

Each year, the Boys & Girls Club of Truckee Meadows provides sweatshirts to all of our members as a gift at our site Christmas parties. These sweatshirts are a way for the Club to give each child something special during the holidays. More importantly, the sweatshirts may be the only item of warm clothing that some of our members will have for the winter. The sweatshirts become something that each of our members regularly wear around the community.

EVENT DATE

December 1, 2023

COLLATERAL DUE DATE

October 1, 2023

TARGET POPULATION

Sweatshirts are worn by thousands of youth members and Club staff during the cold months and can be seen throughout the Reno/Sparks/Fernley community.

BRANDING OPPORTUNITIES

- Exclusive logo on 3,000+ sweatshirts given to Club members to wear around our community.

PARTNERSHIP COST:

\$30,000 (ONLY ONE AVAILABLE)

