



BOYS & GIRLS CLUB
OF TRUCKEE MEADOWS
SERVING WHITE PINE COUNTY

PROGRAMMING EVENT PARTNERSHIPS



2024

(775) 289-4841 x110 | BGCTM.org

Updated 12/2023

Fun With a Purpose

The Boys & Girls Club of Truckee Meadows Serving White Pine County is part of the leading non-profit youth organization in northern Nevada, the Boys & Girls Club of Truckee Meadows (BGCTM). 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 the Boys & Girls Club, 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 the Club 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 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 the White Pine County area.

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 Serving White Pine County will provide exposure through the following vehicles of communication:

- Exposure to our loyal email subscribers
- Presence as a community partner on the Club website (www.bgctm.org), newsletters and other marketing collateral
- Social media support
- Promotions at various sites around the Ely area
- Engagement opportunities with all Club members and their families
- Visibility as a partner of a highly respected organization serving northern Nevada for 40+ years

For more sponsorship information and to secure your partnership, contact

Colie Glenn
VP of Marketing and
Resource Development
clgenn@bgctm.org • 775-360-2444

Tony Enriquez
White Pine County Area Director
tenriquez@bgctm.org
775-289-4841 x3110

LIT Shirts and Sweatshirts

EVENT DESCRIPTION

The Leaders in Training (LIT) program is designed for all teens who 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

2024/2025

COLLATERAL DUE DATE

October 1, 2024

TARGET POPULATION

Sweatshirts are worn by all of our Leaders in Training during the cold months and can be seen throughout the the Ely community.

BRANDING OPPORTUNITIES

- Exclusive logo on hundreds of sweatshirts given to LITs worn around our community.

PARTNERSHIP COST: \$800



Flag Football

EVENT DATE

2024/2025

COLLATERAL DUE DATE

October 1, 2024

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!

TARGET POPULATION

80-100 youth participate. Games are watched by parents and community members.

\$1,500 – TITLE SPONSOR

(EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Prominent logo placement on Flag Football t-shirts
- Primary logo placement on all e-blasts
- Five (5) company sponsorship announcements on social media channels



Boys & Girls Nite Out

EVENT DESCRIPTION

During this event, Ely members spend quality time with a community volunteer and together, the groups play carnival games, enjoy carnival-themed snacks and earn tickets to purchase prizes.

EVENT DATE

April 6, 2024

COLLATERAL DUE DATE

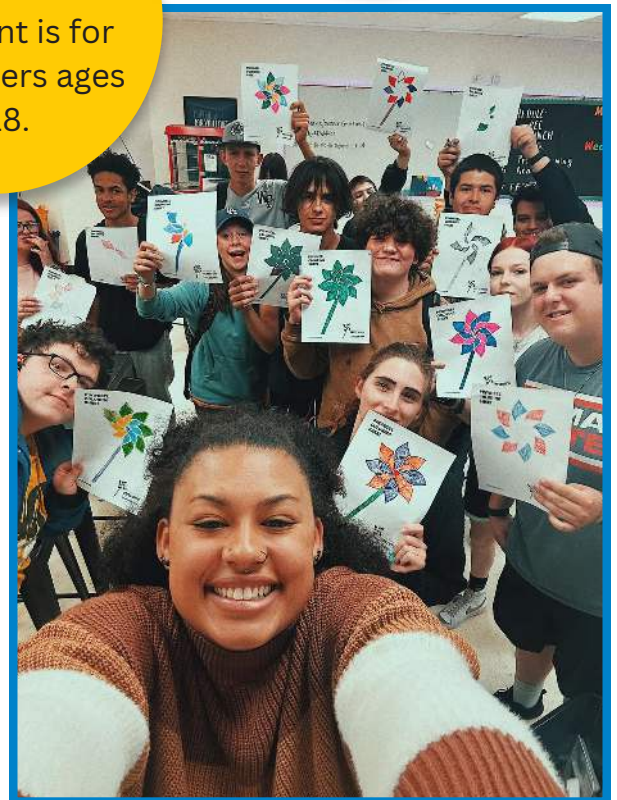
March 1, 2024

TARGET POPULATION

This event is for
all members ages
5-18.

\$250 – SUPPORTING SPONSOR (FIVE AVAILABLE)

- Recognition as the event Title Sponsor
- Primary logo placement on official flyers and email communications
- Opportunity to hang a banner, not to exceed 5'x7'* at the event
- Company name mentions in all press materials
- Three company sponsorship announcements on social media channels



Kick-Off to Summer

EVENT DATE

May 11, 2024

COLLATERAL DUE DATE

April 1, 2024

EVENT DESCRIPTION

Each May the Boys & Girls Club gets ready for summer with the annual Kick-Off to Summer BBQ in Ely! This is a great opportunity for parents to sign up their kids for all the fun summer programming, tour the facility, meet the staff, and ask Club related questions. While parents are busy with paperwork the kids can enjoy crafts, play games, and check out all the fun stuff. Lunch is free for the whole family. It's the perfect way to get kids and families excited for an action packed summer at the Club!

TARGET POPULATION

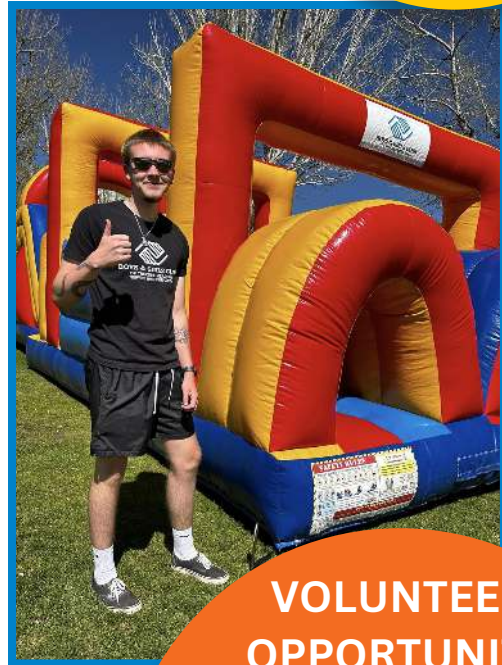
300 parents, youth, and community members attend this annual event.

\$1,000 – TITLE SPONSOR (EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Opportunity to hang up to three banners, not to exceed 5'x7'* at the event
- Company name mention in radio advertisements and all press materials
- Primary logo placement on flyers and two e-blasts
- Two social media mentions as Title Sponsor
- 20' x 20' booth space at event**

\$750 – GOLD SPONSOR (FOUR AVAILABLE)

- Prominent recognition as one of main sponsors
- Opportunity to hang a banner, not to exceed 4'x6'* at the event
- Company name mention in radio advertisement and all press materials
- Prominent logo in two e-blasts
- One social media mention as Gold Sponsor
- 10' x 10' booth space at event**



VOLUNTEER OPPORTUNITY

Get your staff involved with some fun in the sun! This event is a great place to market your business and a wonderful way to engage your employees in volunteerism. Help serve food, set up, clean up, run a game or craft!

**Must provide own banner(s)*

***Booths must have kid-friendly game or activity*

Ely Wine Walk & Auction

EVENT DESCRIPTION

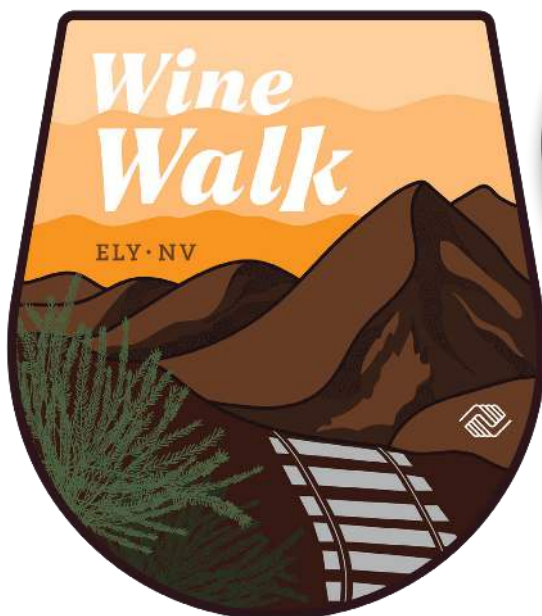
Each summer, the Boys & Girls Club of Truckee Meadows serving White Pine County hosts a community Wine Walk at the Renaissance Village. With over 250 people in attendance, this event helps raise valuable resources for the Club each year. Wine from around northern Nevada is poured at various stations around Renaissance Village. Local vendors come together to create a party unlike any event in Ely. With a mobile and live auction, live music, and local bites, this event is sure to be a great time each and every year.

EVENT DATE

June 15, 2024

COLLATERAL DUE DATE

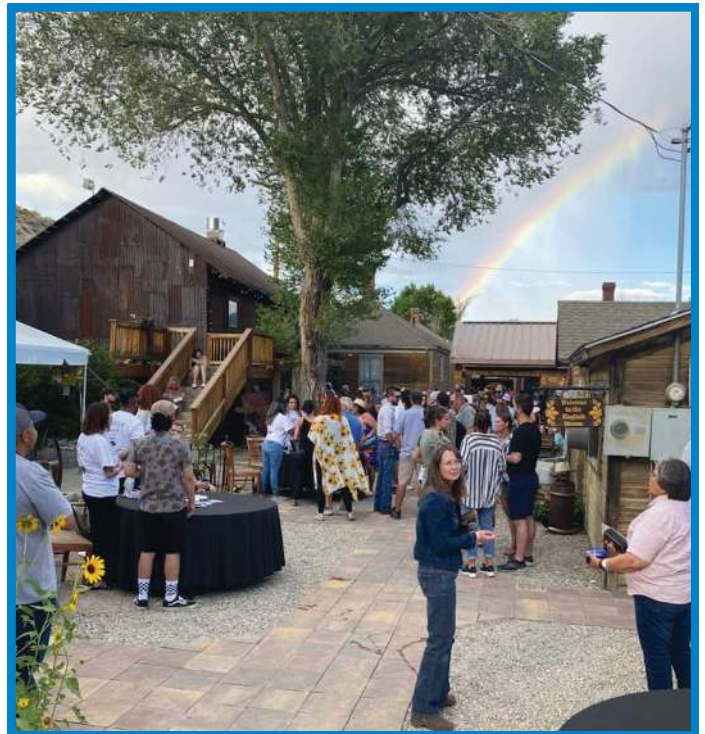
April 1, 2024



PARTICIPATION OPPORTUNITY

For more information about participation in this event, contact Caiti Whitfield, Special Events Director, events@BGCTM.org

**TARGET
POPULATION**
Members of the White Pine County community and supporters of the Club.



Ely Wine Walk & Auction

SPONSORSHIP DETAILS

\$7,500 – TITLE SPONSOR

(EXCLUSIVE)

- Recognition as the exclusive Title Sponsor of the Ely Wine Walk & Auction
- Company logo featured on official event flyer
- Company logo featured on all event email communications
- Company logo featured on mobile bidding website
- Company logo on all Wine Walk cups and t-shirts
- Recognition in radio advertisements and on the press release
- Speaking opportunity at the event
- Three (3) company sponsorship announcements on Social Media channels
- Ten (10) event tickets



\$5,000 – COPPER SPONSOR

(EXCLUSIVE)

- Recognition as the exclusive Silver Sponsor of the Ely Wine Walk & Auction
- Company logo featured on official event flyer
- Company logo featured on all event email communications
- Company logo featured on mobile bidding website
- Company logo on all Wine Walk t-shirts
- Recognition in radio advertisements and on the press release
- Two (2) company sponsorship announcement on Social Media channels
- Eight (8) event tickets

\$2,500 – BAND SPONSOR

(EXCLUSIVE)

- Banner placed above the band during the event*
- Company logo featured on official event flyer
- Company logo featured on all event email communications
- Company logo featured on mobile bidding website
- Recognition in radio advertisements and on the press release
- Two (2) company sponsorship announcements on Social Media channels
- Six (6) event tickets

\$2,500 – BAR SPONSOR

(EXCLUSIVE)

- Banner placed above the bar during the event*
- Company logo featured on official event flyer
- Company logo featured on all event email communications
- Company logo featured on mobile bidding website
- Recognition in radio advertisements and on the press release
- Two (2) company sponsorship announcements on Social Media channels
- Six (6) event tickets

**Must provide own banner(s)*

Ely Wine Walk & Auction

SPONSORSHIP DETAILS

\$1,500 – ORE SPONSOR

(MANY AVAILABLE)

- Company logo featured on 250+ Ely Wine Walk & Auction tickets
- Company logo featured on official event flyer
- Company logo featured on all event email communications
- Company logo featured on mobile bidding website
- Recognition on the press release
- One (1) company sponsorship announcement on Social Media channels
- Two (2) event tickets

\$1,000 – GEAR SPONSOR

(MANY AVAILABLE)

- Company logo prominently featured on all event t-shirts
- Company logo featured on all event email communications
- Company logo featured on mobile bidding website
- Recognition on the press release

\$750 – QUARTZ SPONSOR

(MANY AVAILABLE)

- Company logo featured on hundreds of Ely Wine Walk & Auction posters around town and online
- Company logo featured on all event email communications



4th of July - Float Sponsor

EVENT DESCRIPTION

The Boys & Girls Club of Truckee Meadows Serving White Pine County is excited to be a part of the upcoming 4th of July community event in Ely, which promises to be an exciting celebration of American independence, complete with a parade, fireworks, live music, and a variety of family-friendly activities. As a sponsor of this event, you will have the opportunity to showcase your brand and show your support for a great cause.

EVENT DATE

July 4, 2024

COLLATERAL DUE DATE

May 20, 2024

VOLUNTEER OPPORTUNITY

There are many opportunities for businesses to be a part of the day, such as running activities, face painting, serving food, and more!

TARGET POPULATION

All members of the Ely community attending the annual 4th of July Celebration

TITLE SPONSOR: \$1,000 (EXCLUSIVE)

- Press release and social media recognition
- Opportunity to hang one banner, not to exceed 5'x7'*, off the float
- Recognition in Club newsletter post event
- Company logo on event flyer
- Recognition as the exclusive Sponsor

SUPPORTING SPONSOR: \$500 (EXCLUSIVE)

- Press release and social media recognition
- Recognition in Club newsletter post event
- Company logo on event flyer
- Recognition as the exclusive Sponsor



Day For Kids

EVENT DATE

September 2024

COLLATERAL

DUE DATE

August 1, 2024

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 dozens of 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. Attendees enjoy a free barbecue lunch, and kids and parents receive a free event t-shirt.

TARGET POPULATION

Day for Kids is attended by roughly 300 Club members and their family, and community members.



VOLUNTEER OPPORTUNITY

This is a community-wide event where 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 paint a kid's face!



Day For Kids Ely

SPONSORSHIP DETAILS

\$1,000 – TITLE SPONSOR (EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Special recognition on event map
- Opportunity to hang up to two banners, not to exceed 5'x7'* at the event
- Primary logo placement on official flyers and all e-blasts
- Two company sponsorship announcements on social media channels
- 20' x 20' booth space at event**
- Company mention in all press materials

\$500 – GOLD SPONSOR (EXCLUSIVE)

- Prominent recognition as one of the main sponsors
- Special recognition on event map
- Opportunity to hang a banner, not to exceed 5'x7'* at the event
- Company name mention all press materials
- Prominent logo placement e-blasts
- 20' x 10' booth space at event**

\$350 – SILVER SPONSOR

- One company sponsorship mention on social media channels
- Company name mention in all press materials
- 10' x 10' booth space at event**

ACTIVITY BOOTH

- 10' x 10' booth space at event**
- Contact Tony Enriquez, Area Director, tenriquez@bgctm.org



**Must provide own banner(s)*

***All booths must have kid-friendly game or activity, (Prepare for a minimum of 175 kids)*

Ely Annual Awards Banquet

EVENT DATE

October 17, 2024

COLLATERAL DUE DATE

August 1, 2024

EVENT DESCRIPTION

The most rewarding night for Boys & Girls Club staff, donors and volunteers. This event is in a family friendly environment with dinner & dessert. This is the night where Club kids are honored for upholding the Club core values, Club kids give speeches on what the Club means to them and the Club honors the volunteers or donors who have gone above and beyond with the Distinguished Service Award. It's a truly heartfelt evening!

TARGET POPULATION

Present, past and potential donors. Board members, volunteers, general public and Club parents

VOLUNTEER OPPORTUNITY

Food servers, set up & clean up, drink servers, table bussers



Annual Awards Banquet

SPONSORSHIP DETAILS

\$4,000 – TITLE SPONSOR

(EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Logo and/or mentions in all advertising; print, radio and digital
- “Presented by” and your company logo on the save the date, invitation, and eblasts.
- Speaking opportunity at the event
- Full-page program ad
- Three social media mentions
- Email blast announcing sponsorship
- One banner placement at the event*
- Mentions throughout the night
- Table of eight at the event

\$800 – COCKTAIL HOUR SPONSOR

(EXCLUSIVE)

- Recognition as the exclusive Sponsor
- Signage at/near the bar
- Recognition in Event Slide Show
- One social media mention

\$800 – TALENT HOUR SPONSOR

(EXCLUSIVE)

- Recognition during the talent portion
- Signage at/near the stage
- Recognition in Event Slide Show
- One social media mention

\$2,500 – YOUTH OF THE YEAR SPONSOR

(EXCLUSIVE)

- Recognition as the Exclusive YOY Sponsor
- Provide funding for a shopping spree for outfits to the YOY and Members of the Year (suits, dresses, etc.)
- Logo on all marketing materials
- Half-page ad in the program
- Recognition in the program
- Two social media mentions
- Four tickets to the event

\$800 – PHOTO SPONSOR

(EXCLUSIVE)

- Recognition as the exclusive Sponsor
- Signage at/near the photo booth
- Recognition in Event Slide Show
- One social media mention

\$750 – PROGRAM COVER SPONSOR

(THREE AVAILABLE)

- Full-page program ad on either the front inside, back inside, or back outside cover
- One social media mentions

\$1,500 – COPPER SPONSOR

(MANY AVAILABLE)

- Logo on all marketing materials
- Half-page page in the program
- Two social media mentions
- Two event tickets

\$500 – PROGRAM SPONSOR

(MANY AVAILABLE)

- Full-page program ad
- One social media mentions

\$1,000 – MINERAL SPONSOR

(MANY AVAILABLE)

- Logo on all marketing materials
- Quarter-page page in the program
- One social media mentions
- Two event tickets

\$325 – SPONSOR A TABLE

(MANY AVAILABLE)

- Sponsor a table for Club Members or Staff
- Recognition on the sponsored table
- Recognition in the program

Clubhouse Family Night

EVENT DESCRIPTION

It is our goal to keep parents engaged and up-to-date with all things Boys & Girls Club! On Family Night, parents and guardians will have the opportunity to enjoy a free night of fun with their kids and also get to know BGCTM a little better. The Club will be open for tours and kids can show off their classrooms and favorite things. Parents will also get to meet and greet the staff that takes care of their children. Sponsoring our Family Night means you will have the chance to have real conversations with parents and guardians of Club kids. If this is your target audience, then Family Night is perfect for you! Kids and parents will have a great time playing Bingo, winning prizes, having snacks and creating new memories.

EVENT DATE

Spring & Winter
2024

COLLATERAL DUE DATE

One month prior



TITLE SPONSOR \$300

- Logo on all event marketing, including digital, print, and radio
- Logos on all email blasts regarding the event
- Opportunity to hang a banner, not to exceed 5'x7'* at the event
- Two social media mentions
- Opportunity to table at the event

TARGET POPULATION

Youth and teen
members and
their families

VOLUNTEER OPPORTUNITY

Food servers, set
up & clean up, drink
servers, table
bussers



PRIZE DONORS

- Prizes are needed for Bingo winners (adult and child prizes). This is a great way to get your brand, service, or products in front of hundreds of like-minded people!
- Includes - Prize and business name used in advertising, prize donor will be announced during Bingo game

Thanksgiving Dinner Meal Kits

EVENT DESCRIPTION

Sponsor Thanksgiving meals for families in the Ely community. Your company can make a significant impact by providing meal kits directly to these families, each valued at around \$50. Join us in making a difference in the lives of those who may not have access to a traditional Thanksgiving meal. Give back to the community and make a positive impact. Partner with us to make this event a success!

EVENT DATE

November 2024

COLLATERAL DUE DATE

October 1, 2024



TITLE SPONSORSHIP: \$1,000 (EXCLUSIVE)

- Prominent recognition as title sponsor
- Logo on two e-blasts
- Two social media mentions
- Logo on event flyer, print & digital
- Recognition card in all boxed meal kits
- Recognition in Club newsletter post event

SUPPORTING SPONSORSHIP: \$500 (MANY AVAILABLE)

- Logo on e-blasts
- One social media mention
- Logo on event flyer, print & digital
- Recognition in Club newsletter post event

TARGET POPULATION

Boys & Girls Club members and community members.

Club Members Christmas Party

EVENT DESCRIPTION

Elevate the holiday spirit for deserving Club kids through your company's sponsorship. Your support will fund a memorable holiday party where all Club kids from across White Pine County can come together for a joyous celebration!

EVENT DATE

December 2024

COLLATERAL DUE DATE

November 1,
2024

TITLE SPONSORSHIP: \$1,000 (EXCLUSIVE)

- Exclusive recognition as Title Sponsor
- Logo on event flyers distributed to Boys & Girls Club sites throughout White Pine County
- One site-wide e-blast promoting the event
- Two social media mentions
- Recognition in Club Newsletter post event

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.



SANTA SPONSORSHIP: \$500 (EXCLUSIVE)

- Bring Santa to the Club! Your sponsorship will ensure Santa comes and visits the Clubhouse
- Shoutout on social media as the Santa Sponsorship

