



**BOYS & GIRLS CLUB**  
OF TRUCKEE MEADOWS  
SERVING FERNLEY

# PROGRAMING EVENT PARTNERSHIPS



# 2024

(775) 331-KIDS | [BGCTM.org](http://BGCTM.org)

Updated 12/2023

# Fun With a Purpose

The Boys & Girls Club of Truckee Meadows Serving Fernley is part of the leading non-profit youth organization in northern Nevada, the Boys & Girls Club of Truckee Meadows. 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 Serving Fernley, 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 Serving Fernley 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 and 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 Fernley 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 Fernley 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](http://www.bgctm.org)), newsletters and other marketing collateral
- Social media support
- Promotions at various sites around the Fernley 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](mailto:clgenn@bgctm.org) • 775-360-2444

Oscar Aguilar  
Fernley Area Coordinator  
[oaguilar@bgctm.org](mailto:oaguilar@bgctm.org)  
775-360-2424



# LIT/Jr. Staff Shirts and Sweatshirts

## EVENT DESCRIPTION

The Leaders in Training (LIT) and Junior Staff 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 and Jr. Staff Members and can be seen throughout the the Fernley community.

## BRANDING OPPORTUNITIES

- Exclusive logo on approx. 40 sweatshirts are given to LITs and Jr. Staff members to wear around our community.

**PARTNERSHIP COST:**  
**\$1,000**



# Teeny Tots League Uniforms

## EVENT DESCRIPTION

The Boys & Girls Club hosts a variety of sports leagues throughout the year for youth ages three to five years old. Not only does this league teach kids about the importance of leading a healthy lifestyle, but it 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.

## EVENT DATE

During four six-week season sessions

## COLLATERAL DUE DATE

September 1, 2024

## TARGET POPULATION

These uniforms will be worn by 250+ three to five year-olds throughout the year and seen by parents, family members and community members.

## TITLE SPONSOR: \$2,750 (EXCLUSIVE)

- Company logo on the back of 250+ Teeny Tot t-shirts worn in all Teeny Tot sports leagues throughout the year
- Opportunity to hang a banner, not to exceed 5'x7', in the gym\*
- Five social media mentions as the Title Sponsor



## BUSINESS SPONSORSHIP: \$500 (MANY AVAILABLE)

- Opportunity to hang a banner, not to exceed 4'x6', in the gym\*





# All Star Basketball League Uniforms

## EVENT DESCRIPTION

The Boys & Girls Club hosts a 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 Fernley basketball league is the most popular sports league run by the Boys & Girls Club of Truckee Meadows Serving Fernley. 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

During four six-week season sessions

## COLLATERAL DUE DATE

August 1, 2024

## TARGET POPULATION

These uniforms will be worn by 200+ members throughout the year and seen by parents, family members and community members.

## TITLE SPONSORSHIP: \$2,750 (EXCLUSIVE)

- Company logo on all Basketball League uniforms
- Opportunity to hang a banner, not to exceed 5'x7', in the gym\*
- Five social media mentions as the Title Sponsor

**SOLD**  
Nevada Cement Company

## BUSINESS SPONSORSHIP: \$500 (MANY AVAILABLE)

- Opportunity to hang a banner, not to exceed 4'x6', in the gym\*



# Flag Football Uniforms

## EVENT DATE

August 2024

## COLLATERAL DUE DATE

October 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
- Opportunity to hang a banner, not to exceed 5'x7'\*
- Primary logo placement on all e-blasts
- Five (5) company sponsorship announcements on social media channels

## \$750 – GOLD SPONSOR

(TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Prominent logo placement on back of Flag Football t-shirts
- Opportunity to hang a banner, not to exceed 4'x6', in the gym\*
- Prominent logo placement on all e-blasts

## \$500 – SILVER SPONSOR

(MANY AVAILABLE)

- Opportunity to hang a banner, not to exceed 4'x6', in the gym\*



# Kick-Off to Summer

## EVENT DESCRIPTION

Each May, the Boys & Girls Club gets ready for summer with the annual Kick-Off to Summer BBQ in Fernley! 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!

## EVENT DATE

May 14, 2024

## COLLATERAL DUE DATE

April 2024

## TARGET POPULATION

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



## TITLE SPONSOR: \$2,000 (TWO AVAILABLE)

- Up to three banner placements at event\*
- Company name mentions in all press materials
- Primary logo placement in official flyers and two e-blasts
- Two company sponsorship announcements on social media channels
- 10' x 10' booth space at event – booth must include kid-friendly activities





# Fernley 4th of July

## EVENT DESCRIPTION

The Boys & Girls Club of Truckee Meadows Serving Fernley is excited to be a part of the upcoming 4th of July community event in Fernley. For the past fifty years, this event has been an exciting celebration of American independence, complete with a parade, fireworks, live music, and a variety of family-friendly activities at the Out of Town Park. 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 30, 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 Fernley community attend the annual 4th of July Celebration

## TITLE SPONSOR: \$2,500 (EXCLUSIVE)

- Press release and social media recognition
- Up to three banner placements at the event\*
- Recognition in Club newsletter after the event
- Company logo on print materials
- Recognition (banner\*) or logo on Shuttle Float in Parade
- 10' x 10' booth space at event – booth must include kid-friendly activities



*\*Must provide own banner(s)*





# Day For Kids

## 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) to 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 enjoy a free barbecue lunch, and receive an event t-shirt.

## EVENT DATE

September 9, 2024

## COLLATERAL DUE DATE

August 1, 2024

## TARGET POPULATION

Day for Kids is attended by 350 parents, children, and community members in Fernley.

## VOLUNTEER OPPORTUNITY

This is a community-wide event where all families come have fun with one another. Your company will gain 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 Fernley

## SPONSORSHIP DETAILS

### \$1,500 – TITLE SPONSOR (TWO AVAILABLE)

- Recognition as Title Sponsor
- Company name mentioned 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
- Seven PA announcements during event
- 20' x 20' booth space at event\*\*

### \$1,000 – 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
- Three PA announcements during event
- 10' x 10' booth space at event\*\*

### \$1,500 – GOLD SPONSOR (EXCLUSIVE)

- 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
- Five PA announcements during event
- 10' x 10' booth space at event\*\*



### \$0 – NON-PROFIT BOOTH

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



*\*Must provide own banner(s)*

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



# Fernley Annual Awards Banquet

## EVENT DESCRIPTION

The most rewarding night for BGCTM Serving Fernley staff, donors, and volunteers. This event is a family-friendly environment with dinner and dessert. This is the night where Club kids are honored for upholding the Club's 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 heartfelt evening! Tables available for purchase.

## EVENT DATE

October 5, 2024

## COLLATERAL DUE DATE

August 1, 2024

## TARGET POPULATION

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



# 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 save the date, invitation, and eblasts
- Speaking opportunity at the event
- Full-page program ad
- Three social media mentions as Title Sponsor
- Email blast announcing sponsorship
- Banner at event\*
- Mentions throughout the night
- Table of eight (8) at the event

### **\$2,000 – YOUTH OF THE YEAR SPONSOR** (EXCLUSIVE)

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

### **\$1,500 – MEMBER OF THE YEAR SPONSOR** (TWO AVAILABLE)

- Provide a shopping spree for outfits to the Members of the Year (suits, dresses, etc.)
- Select one of three pillars to sponsor:
  - Healthy Lifestyles
  - Academic Success
  - Character and Leadership
- Logo on all marketing materials
- Logo on MOY boards
- Half-page ad in the program
- Two social media mentions
- Two tickets to the event

### **\$800- COCKTAIL HOUR SPONSOR** (EXCLUSIVE)

- Recognition as the exclusive Cocktail Hour Sponsor
- Signage at/near the bar
- Logo on all marketing materials
- Half-page ad in the program
- One social media mention

### **\$750 – PROGRAM COVER SPONSOR** (THREE AVAILABLE)

- Full-page program ad on one of three cover placements: Front inside, Back inside or Back outside cover
- Two social media mentions

### **\$500 – PROGRAM SPONSOR** (MANY AVAILABLE)

- Full-page program ad
- Two social media mentions

### **\$500 – SPONSOR A TABLE** (MANY AVAILABLE)

- Sponsor a table for the Youth of the Year or Club Staff
- Recognition on the sponsored table
- Recognition in the program
- Two social media mentions





# Club Family Night

## EVENT DESCRIPTION

It is our goal to keep parents engaged and up-to-date with all things BGCTM Serving Fernley! On Family Night, parents and guardians have the opportunity to enjoy a free night of fun with their kids and also get to know us a little better. The Club will be open for tours, and members can show off their classrooms and favorite things. Parents will 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

November 2024

## COLLATERAL DUE DATE

October 2024

## TITLE SPONSOR \$1,200 (AVAILABLE QUARTERLY)

- Choose a Quarter to Host (Spring, Summer, Fall, Winter)
- Your business is listed as Title Sponsor at all three Sites
  - Fernley Intermediate School
  - Cottonwood Elementary School
  - East Valley Elementary School
- 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 have 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 winner (for adults and children). 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.

# Trunk or Treat

## EVENT DESCRIPTION

We are excited to invite your company to sponsor the Fernley Trunk or Treat Halloween event, a beloved community tradition that brings together hundreds of participants from Fernley and the surrounding areas in a safe and enjoyable environment. As a sponsor, you will have the opportunity to showcase your commitment to supporting the local community and gain exposure to a captive audience. Your logo will be prominently displayed on event signage, promotional materials, and social media channels.

## EVENT DATE

October 25, 2024

## COLLATERAL DUE DATE

September 1, 2024

## VOLUNTEER OPPORTUNITY

Get spooky with it!

This event is a great way for your company to show your community support by volunteering at the Trunk or Treat event. Volunteers will hand out candy, host games, paint faces, and have a great time, all while giving back to the Fernley community.

## TARGET POPULATION

Over 600 Boys & Girls Club members, parents, and community members.

## TITLE SPONSORSHIP: \$2,500 (EXCLUSIVE)

- Logo on 1,000 Trunk or Treat bags
- Mention on two event e-blasts
- Two social media mentions
- Logo on event flyer, print & digital
- Recognition in Club newsletter post event

## CANDY SPONSOR: \$1,000 (THREE AVAILABLE)

- Logo on 1,000 Trunk or Treat bags





# Thanksgiving Dinner Meal Kits

## EVENT DESCRIPTION

Support the Fernley community by sponsoring Thanksgiving meals for families. Your company can make a significant impact by providing meal kits directly to these families, each valued at around \$50. Encourage your employees to volunteer in the meal-kit assembly process, fostering a sense of connection and camaraderie while giving back to those in need. This initiative allows your company to play a role in making a difference in the lives of families who may not otherwise have access to a traditional Thanksgiving meal. Together, we can create positive change and make this Thanksgiving a special and memorable occasion for all.

### EVENT DATE

November 2024

### COLLATERAL

### DUE DATE

October 1, 2024



## TARGET POPULATION

300+ Boys & Girls Club members, families, and community members.

## TITLE SPONSORSHIP: \$3,000 (EXCLUSIVE)

- Company name mention in radio advertisement
- Company name mention in press materials
- Two social media mentions
- Logo on event flyer, print & digital
- Logo sticker on or in all boxed meal kits
- Recognition in Club newsletter after the event
- Logo on two e-blasts



## SUPPORTING SPONSORSHIP: \$1,500 (MANY AVAILABLE)

- Company name mention in radio advertisement
- One social media mention
- Logo sticker on or in all boxed meal kits
- Logo on one e-blast

## VOLUNTEER OPPORTUNITY

Thanksgiving is 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 heart-warming initiative of the year for the Club.

# Breakfast With The Grinch

## EVENT DESCRIPTION

Join us in spreading holiday joy at "Breakfast with The Grinch," a beloved event hosted in partnership with the Rotary of Fernley. This festive gathering includes photos with The Grinch, ornament decorating, face painting, and a free breakfast for community members at the Firehouse. Serving hundreds of Boys & Girls Club families annually, this event is a cherished tradition. Your sponsorship not only contributes to the festivities but also positions your business as a key supporter of our community. Embrace the holiday spirit, create lasting memories, and show your commitment to Fernley's vibrant and caring community.

## EVENT DATE

December 2024

## COLLATERAL DUE DATE

November 1, 2024

## TITLE SPONSORSHIP: \$2,500 (EXCLUSIVE)

- Exclusive recognition as Title Sponsor
- Logo and recognition on all event marketing, including digital, print, and radio
- One e-blast promoting the event
- Three social media mentions
- Recognition in the Club Newsletter post event

## VOLUNTEER OPPORTUNITY

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

## TARGET POPULATION

All Club families are invited, as well as families involved in the foster care system, military families, and the community at large, bringing attendance up to 500+.

