



**BOYS & GIRLS CLUB
OF WINNEMUCCA**

Programming Event Partnerships



2024

Fun With a Purpose

The Boys & Girls Club of Winnemucca (BGCWIN) 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 to 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 BGCWIN, 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 BGCWIN 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 the Winnemucca 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 Winnemucca 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.bgcwin.org), newsletters and other marketing collateral
 - Social media support
- Promotions at various sites around the Winnemucca 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

Gym Signage

Available

Jan - Dec
2024

BGCWIN is home to multiple events, everything from parties to organizational dinners, company training classes, weddings, celebrations of life, basketball games, town hall meetings and more! Hundreds of people walk into our gym monthly. We have provided opportunities and space to hang advertisement banners in the gym along the walking track walls. Space is available annually. All signage must be pre-approved.

Target Population

This advertising space hits all the demographics in the Winnemucca area. Young kids, adults, parents - everyone!

Branding Opportunities-

4' x 8' Annual banner sponsorship - \$1,000

4' x 4' Annual banner sponsorship - \$500



Contact Stephanie Johnson at sjohnson@bgcwin.org or 775-623-7993 ext 107 to order your banner!

Food Truck

Available

2024

Collateral Due

One Month Prior

Partner with the Club on our mission to provide meals to members throughout the year at multiple BGCWIN locations. Sponsor our food truck and get your company logo seen on the streets of our community between the hours of 8am & 5pm everyday.

Target Population

Club members and the entire Winnemucca community.

Branding Opportunities- Multi - Year Agreements Available

Logos on side and rear of the truck

Two social media mentions

Recognition in Club Newsletter

**Title Sponsorship includes:
All 3 areas of advertisement space
(2 sides and rear of vehicle)**

2 year contract: \$3,500

1 year Contract: \$2,000



Sponsor a Room

Available
2024

Collateral Due
One Month Prior

Room sponsorships are available at our BGCWIN Clubhouse and Early Learning Center locations. By sponsoring a room at the Boys & Girls Club of Winnemucca, you help provide the foundation for us to enable our members to reach their full potential.

Multiple rooms are available. From our gym to the classrooms, you can show your support permanently.

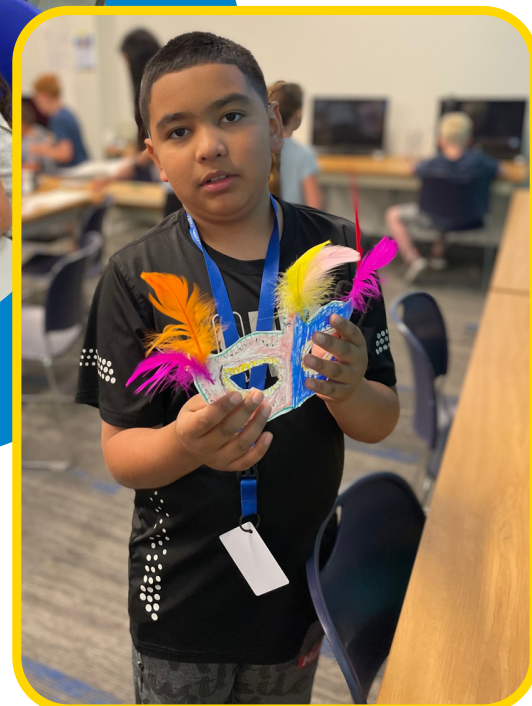
Target Population

Club members and the entire Winnemucca community. Not only do we serve the kids in our community, multiple businesses and organizations hold meetings and parties at the Club regularly.

Sponsorship Opportunities:

Have a room in your name forever!

Opportunities from \$15,000 - \$1,000,000



Teeny Tots

Available

2024

Collateral Due

One Month Prior

The Boys & Girls Club has introduced a new sports league - Teeny Tots! This program is designed to teach youth 3 to 5 years old the fundamentals and the importance of a healthy lifestyle. We have started off with basketball and have plans to expand to volleyball.

Target Population

Uniforms will be worn by participants for multiple Teeny Tots Sports and seen by parents, family and community members.

Sponsorship Opportunities:

Title Sponsor: \$1,200

Social media mentions, banner displayed if provided



Youth Basketball

Available

2024

Collateral Due

One Month Prior

The Boys & Girls Club hosts a youth basketball league every year. We focus on teaching kids the importance of team work, a positive attitude, sportsmanship, ethics and leadership. Each league has practices and games 5 nights a week.

Sponsorship Opportunities:

1st & 2nd Grade League: \$2,000

3rd & 4th Grade League: \$2,000

5th & 6th Grade League: \$2,000

Included:

Two thank you banners hung from scoreboards

Business name on jerseys

Social media mentions



Target Population

Uniforms will be worn by participants for practices and games, seen by parents, family and community members.

Bingo Nights

Event Date

March 15th
April 12th

Collateral Due

2 Weeks Prior

It's bingo night at the Club! We turn our gym into a fantastic Bingo Hall, and the place gets packed! We offer 2 different bingo nights - 21 and Over & Family Friendly. Hundreds of community members join us, offering lots of advertising opportunities for your business.

Target Population

Club members and the entire Winnemucca community. (Everyone loves Bingo!)

Event Sponsorship: \$200 - \$500

Social media mentions and banner at event if provided. Acknowledgment during event.

Or donate a bingo prize! Packages, single items, gift cards, etc are all welcome.

Volunteer Opportunities

Set up, clean up, sell & serve snacks, bingo runners, lots of helpers are needed at these events!



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Boys & Girls Day Out

Club Kids favorite day of the year!

This is an event designed to bring adult members of the community together with the youth members of our Club. The afternoon pairs adult staff, board members and community leaders with club members for games, bounce houses, crafts, food and an afternoon of fun.

This is not only a great place to market your business, but also a wonderful way to engage your employees in meaningful volunteerism!

Event Date

April 19th

Collateral Due

One month prior

Target Population

All Club members
age 5 to 18



Volunteer Opportunities

Set up, clean up, serve snacks, run a carnival game, bounce house hosts, lots of helpers are needed for Day Out!



Boys & Girls Day Out Sponsorship Details



\$2,500 - Title Sponsor
(Only 1 Available)

- Recognition as exclusive Title Sponsor
- Primary logo placement on official flyers, all e-blasts and thank you's
- Up to three banner placements at event*
- Three company sponsorship announcements on social media channels

\$1,250 - Gold Sponsor
(Only 1 Available)

- Prominent recognition as one of the main sponsors
 - One banner placement at event*
 - Logo placement on all e-blasts
- One company sponsorship announcement on social media channels

\$500 - Prize Sponsor

- Sponsor the fun carnival game prizes
 - Company mention in e-blasts
- One company sponsorship mention on social media channels



*Must provide your own banner(s)

Giving On The Green

Event Date
June 22nd

Collateral Due
May 31st

The Club is FOREtunate to have this amazing athletic event in the name of local kids. Golfers come from all over to join us for our annual Giving on the Green tournament! Over 100 golfers tee off in the morning and afternoon. They never know what surprise awaits them at each hole - there are games, prizes, raffles, lots of drinks, new friends and a great lunch.



Volunteer Opportunity

There are many opportunities for businesses to be a part of the day, such as running games at the holes, bartending, set up, clean up, put swag bags together.



Target Population

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



Giving On The Green

Sponsorship Details

\$5,000 Title Sponsor (Only 1 available.)

- Naming rights, Title Sponsor name integrated into the event branding
 - Company logo featured on official event flyer
- Company logo featured on event thank you letters after the event
 - Company logo featured on event website
 - Company logo on all hole sponsorship signs
 - Recognition in radio advertisements
 - Company signage on the golf course
- Company sponsorship announcement on Social Media channels
 - Company shoutouts throughout the event



\$2,000 Event Sponsor (Only 1 available.)

- Company logo featured on 30+ golf carts
- Company logo featured on event thank you letters after the event
 - Company logo featured on event website
 - Company shoutouts throughout the event
- Company sponsorship announcement on Social Media channels

Giving On The Green

Sponsorship Details

\$1,500 Pre-Registration Party Sponsor

(Only 1 available.)

- Be the sponsor for the Friday night pre-registration party for all golfers!
- Prominent banner placement at the event (the banner must be provided by the sponsor)
 - Company sponsorship announcement on Social Media channels
 - Signage, logo and business name in all advertisements for party.

\$1,200 Gold Sponsor



- 2 Golf Teams
- 1 large size hole sponsor sign
- Company sponsorship announcement on Social Media channels
- Company shoutouts throughout the event

\$700 Silver Sponsor

- 1 Golf Team
- 1 large size hole sponsor sign
- Company sponsorship announcement on Social Media channels
- Company shoutouts throughout the event

Swag Bag Sponsor!

approx \$500 - \$800

Sponsor a branded item for the swag bags!

\$600 Bronze Sponsor

- 1 Golf Team
- 1 small size hole sponsor sign
- Company sponsorship announcement on Social Media channels



Giving On The Green

Sponsorship Details

\$1,000 Beer Cart Sponsor (Only one available)

- Logo on everyone's favorite cart of the day!
- Company name featured on golf course signage
 - Company logo featured on social media posts
- Company shoutouts throughout the day of the event

\$1,000 Putting Contest Sponsor (Only one available)

- Opportunity for a company member to announce the putting contest winner
 - Company name featured on official event flyer
 - Company logo featured on social media posts
- Company shoutouts throughout the day of the event
 - Company signage throughout the golf course

\$1,500 Golf Ball Sponsor (Only one available)

- Company logo on all golf balls throughout the event
 - Company name featured on official event flyer
 - Company logo featured on social media posts
- Company shout-outs throughout the day of the event

\$1,000 Bar Sponsor (Only one available)

- This opportunity may be split between two (2) sponsors at \$500 each
- Company signage on all bars throughout the course
 - Company logo featured on social media posts
- Company shoutouts throughout the day of the event

\$1,000 Lunch Sponsor (Only one available)

- Company signage on the lunch cart and throughout the golf course
 - Company name featured on official event flyer
 - Company logo featured on social media posts
- Company shoutouts throughout the day of the event

\$1,000 Game Sponsor (Only one available)

- Company name featured on official event flyer
- Company logo featured on social media posts
- Company shoutouts throughout the day of the event
 - Company signage throughout the golf course

Hole Sign Sponsor

- Large Sign - \$250
- Small Sign - \$125
- Signs are located on a single tee block throughout the courses for all golfers to see

\$700 Team Photo Sponsor (Only one available)

- Company logo on all team photo picture frames
- Company logo featured on social media posts
- Company shoutouts throughout the day of the event



Party Under The Stars

Event Date

August 24th

Collateral Due

August 2nd

Each August, the Boys & Girls Club of Winnemucca puts on our annual dinner & dance fundraiser. It's an amazing night spent under the stars! Enjoy great food, spend time with great friends and help raise money for the Boys & Girls Club. Hundreds of community members will be exposed to your logo, business, brand or service on this fun loving night! This event is sure to be a great time each and every year.

Volunteer Opportunity

Get your staff involved in this amazing night under the stars! Help set up, clean up, bus tables, runners for the live auction, etc



Target Population

Our target population for this event is prominent Winnemucca community members and business leaders.

Party Under The Stars

Sponsorship Details

\$5,000 Title Sponsor

(Only one Available)

- Includes two (2) tables in the exclusive VIP section, two (2) "Star" Sponsorship signs, cocktail hour, priority dining, VIP premium parking and unlimited alcoholic beverages for your guests!
- Additionally your logo and/or business name will be on all promotional materials, printed and digital. Mentions of the sponsorship will be included in all social media and radio spots, including thank you letters.
- Business name mentioned throughout the night.
- 2 Banners at event, banners must be provided

\$3,000 – \$4,500 Trip Sponsor

(Three Available)

- Help the Club raise a significant amount of money by sponsoring a trip in the auction!
- Includes a table for eight (8), Star Sponsor sign
- Social media posts, business logo used when trip is being advertised, email blasts, radio ads
- Mentions throughout the night

\$3,500 Music Sponsor

(Only one Available)

- Be the business that brings the music!
- Includes two (2) tables for eight (8), Star Sponsor sign
- Logo/Business name in all band advertisements, including social media, flyers, and email blasts
- Mentions throughout the night

\$2,000 VIP Event Sponsor

(Three Available)

- Includes banner hung at the event, banners must be provided
- Includes one VIP (1) table for eight (8)
- Social media posts, logo on flyers and all media recognizing your business as an official tent sponsor.

Party Under The Stars

Sponsorship Details

\$1,500 Event Sponsor

(Three Available)

- Includes banners hung at the event, banners must be provided
- Includes one (1) table for eight (8)
- Social media posts, logo on flyers and all media recognizing your business as an official tent sponsor.

\$1,000 Bar Sponsor

(one available)

- Company logo featured on the Bar, social media post, mention throughout the night.
- Includes specialty drink named after company

\$500 VIP Photo Sponsor

(one available)

- Sponsor the VIP photo frames and get your logo front and center on the exclusive frames.

Silent & Live Auction Items

- Help the Club raise funds by donating an item or package to our auction!
- Includes mention when advertising auction and signage at the event

Table Prices

- VIP Table: Get the VIP treatment in our VIP section! Includes cocktail hour, hors d'oeuvres, premium parking, priority dining, unlimited alcoholic beverages for the whole night! Seats 8: \$1,100
- Table of 8: \$600
- Couple: \$180, Individual Ticket: \$100 each

Party Under The Stars Sponsorship Details

\$125 Star Sponsor

- Be a fundraising star! Includes your business logo or family name on a star at the event.

Other

- Do you have an idea for partnering? Let us hear it! We are always open to new ideas.



Day For Kids

Event Date

September

Collateral Due

2 Weeks Prior

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. Attendees enjoy a free lunch.



- **Event Sponsorship \$200 - \$500:** Banner at the event, logo on flyers, and social media mentions, and a company mention in the thank you email.



Target Population

Day for Kids is attended by parents, children, and community members across Winnemucca.

Awards Banquet Sponsorship Details

\$4,000 Title Sponsor (Only one Available)

Recognition as exclusive title sponsor. Includes logo and/or mentions in all advertising; print, radio and digital.

- “Presented by” and your company logo save the date, invitation, and eblasts.
- Email blast announcing sponsorship
- Banner at event, must be provided by the sponsor
- Mentions throughout the night

\$2,000 Dinner Sponsor (Only one Available)

- Recognition as event dinner sponsor throughout the evening
- Mentions in event advertisements, including radio and print
- Signage at the event, must be provided by the sponsor

\$800 Kids Buffet Sponsor (Only one available)

- Recognition as event sponsor
- Mentions in event advertisements
- Banner at event, must be provided by the sponsor

\$600 Bar Sponsor (Only one available)

- Recognition as event sponsor
- Mentions in event advertisements
- Banner at event, must be provided by the sponsor

\$500 Kids Mocktails Sponsor (Only one available)

- Recognition as event sponsor
- Mentions in event advertisements
- Banner at event, must be provided by the sponsor

\$500 Dessert Table Sponsor (Only one available)

- Recognition as event sponsor
- Mentions in event advertisements
- Banner at event, must be provided by the sponsor

Awards Banquet Sponsorship Details

\$300 – \$1,000 Member of the Year
Prizes Sponsor

- Recognition as event sponsor
- Mentions in event advertisements
- Banner at event, must be provided by the sponsor

\$200 Door Prize Sponsor

- Recognition as event sponsor
- Mentions in event advertisements
- Banner at event, must be provided by the sponsor

\$300 Provide a Table for a
Member & Their Family

- Includes table place card and mention in event slideshow

Silent Auction Items
Needed

- Includes acknowledgement during event and mention in event slideshow



Breakfast with Santa

Join us for a holly jolly good time! We will kick off the holiday season enjoying a pancake breakfast, Christmas crafts, face painting and photos with the big guy himself.

Event Date

December 7th

Collateral Due

4 Weeks prior

Target Population

All Club families and the community.

Partnership Cost:
\$2,500

Branding Opportunities

- Exclusive recognition as Title Sponsor
- Mentions in all advertisements
- Logo on flyers, emails, social media posts
- Recognition in Club Newsletter

Volunteer Opportunity

Your staff or organization can help with crafts, clean up, serving the families and more!



Member Christmas Party

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, and/or provide small presents to members.

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

Event Date

Date TBD, with sponsor input

Collateral Due

4 Weeks prior

Branding Opportunities

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



Partnership Cost:

\$800 - Party only

\$1,500 - Party with gifts

Target Population

Members ages 6-18.

Volunteer Opportunity



Presents, treats and Santa! Member Christmas parties are an awesome way to celebrate the holidays with deserving Club kids.

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

