



SPONSORED BY:

TOYOTA

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BOYS & GIRLS CLUBS
OF SANTA CRUZ COUNTY

SPONSORSHIP OPPORTUNITIES

VIRTUAL EVENT DATES

April 19~23, 2021

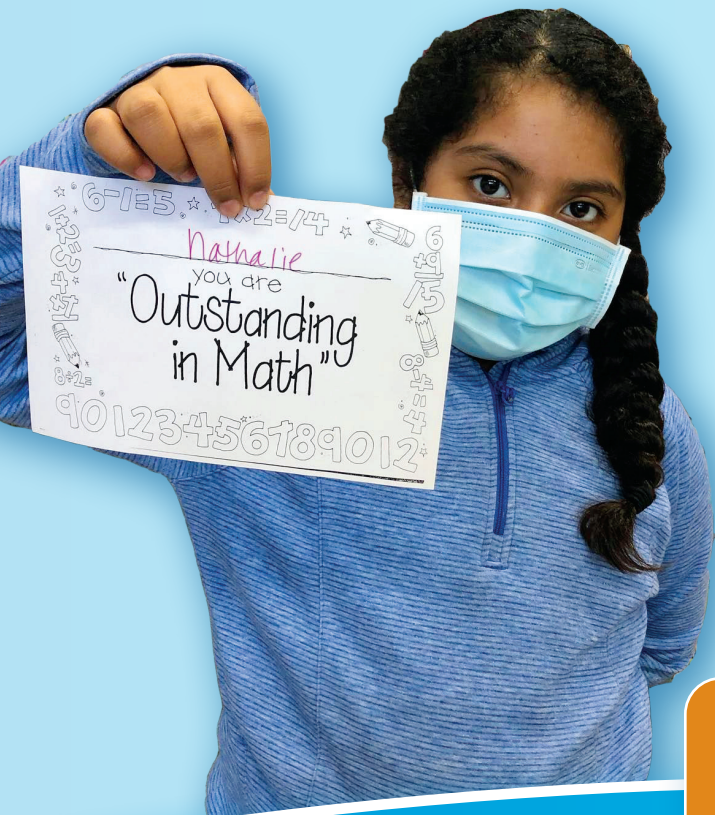
We invite you to join us

as a sponsor of the BGCSCC Youth of the Year Week-Long Virtual Event Series. We've moved our traditional in-person format to a virtual event. This year, we plan to engage more attendees and increase the impact on every level. Our new format offers more opportunities for a way of promoting your business while making a tax-deductible donation to the Boys & Girls Clubs of Santa Cruz County. Because of the change in format and week-long virtual series, we're able to offer our sponsors and advertisers **even more benefits and broaden your reach to a bigger audience.**



GREAT FUTURES START **HERE.**

What is **YOUTH OF THE YEAR?**



For more than 70 years, Boys & Girls Clubs across the nation have honored and celebrated the most inspiring teens and their incredible journeys. Stories of outstanding leadership, service, academic excellence and dedication to living a healthy lifestyle have made Youth of the Year America's premier leadership and recognition program for teens. These amazing young people represent the voice and spirit and hope for America, inspiring all kids to lead, succeed and inspire.

Please consider investing in the future of our young people through sponsorship. Your participation is tax deductible and will help impact the lives of the over 1,600 young people we serve each day, ensuring they achieve Academic Success, develop Good Character & Citizenship, and practice Healthy Lifestyles.

The success of this event is largely due to the generosity of businesses and individuals who sponsor. Your partnership will help our Club meet our goal of \$25,000.

Here at BGCSCC, our programs help to foster a new generation of aspiring leaders. This year, we're bringing our Youth of the Year program to you. Because we're practicing responsible CDC guidelines, an in-person event just isn't possible at this time, we've created a week-long virtual series to celebrate.

We're excited to bring this week-long program to our entire membership and community. BGCSCC week-long Youth of the Year Event is designed to increase awareness and excitement for this year's Youth of the Year. However, during this event we also celebrate Club members of all ages who are participating in programs to build toward this teen focused effort.

As a sponsor of our Youth of the Year program, your help supports Club Youth along their journeys to becoming caring, responsible citizens. You're helping to foster a new generation of leaders, fully prepared to live and lead in a diverse, global, and integrated world economy.

\$5,000 **GREAT FUTURES PRESENTING SPONSOR** ONLY 1 AVAILABLE AT THIS LEVEL

- *Exclusive 3-minute* company video/PSA inclusion or link to your company website within the “Message from our sponsors” e-communication to be sent out 7 days in advance of the event.
- Opportunity for recorded message for the event.
- Your Company Logo for digital backdrop for the Day 1 of the event.
- Premium virtual media recognition on electronic invitation, banner, social media outlets and all electronic promotional materials.
- Logo placement on the BGCSCC event page on the BGCSCC website with ‘Hover Effect’ to display personalized video/message and link to your website.
- Large Logo included in the monthly e-communication from March 15 – April 30.
- 1 electronic communication from the Presenting Sponsor.
- 4 mentions/special recognitions in social media pre-event.
- 4 mentions/special recognitions in social media post event.
- Recognition in post event print and electronic newsletter.
- Logo inclusion as Presenting Sponsor on post event stewardship mailing.
- Ad placement in social media for each day during week of event.
- Logo placement on physical award certificates.



\$3,500

ACADEMIC SUCCESS CATEGORY SPONSOR **HEALTHY LIFESTYLES CATEGORY SPONSOR** **CREATIVE ARTS CATEGORY SPONSOR**

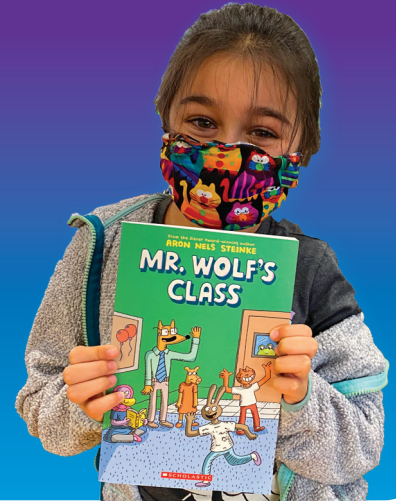
1 OF EACH AVAILABLE AT THIS LEVEL

- Your Company Logo for digital backdrop for category sponsor for specific event day.
- Fixed logo placement on the Youth of the Year event page on the BGCSCC website with ‘Hover Effect’ to display personalized video/message and link to your website.
- Logo included in the monthly e-communication through April 30.
- 3 mentions/special recognitions in social media pre-event.
- 3 mentions/special recognitions in social media post event.
- Recognition in post event print and electronic newsletter.
- Logo inclusion as Category Sponsor on post event stewardship mailing.
- Ad placement in social media feed on specific event day.
- Logo placement on physical award certificates.
- Opportunity to add collateral to recipient Swag Bag.



\$3,500 JUNIOR YOUTH OF THE YEAR SPONSOR 1 AVAILABLE AT THIS LEVEL

- Your Company Logo for digital backdrop for the Day 5 event.
- Fixed logo placement on the Youth of the Year event page on the BGCSCC website with 'Hover Effect' to display personalized video/message and link to your website.
- Logo included in the monthly e-communication from through April 30.
- 3 mentions/special recognitions in social media pre-event.
- 3 mentions/special recognitions in social media post event.
- Recognition in post event print and electronic newsletter.
- Logo inclusion as Junior Youth of the Year Sponsor on post event stewardship mailing.
- Ad placement in social media feed on "Jr Youth of the Year Day".
- Logo placement on physical award certificates.
- Opportunity to add collateral to recipient Swag Bag.



\$3,500

MEDIA AND PROMOTIONAL SPONSOR

1 AVAILABLE AT THIS LEVEL

- Fixed logo placement on the Youth of the Year event page on the BGCSCC website with 'Hover Effect' to display personalized video/message and link to your website.
- Logo included in the monthly e-communication through April 30.
- 3 mentions/special recognitions in social media pre-event.
- 3 mentions/special recognitions in social media post event.
- Recognition in post event print and electronic newsletter.
- Logo inclusion Junior Youth of the Year Sponsor on post event stewardship mailing.
- Ad placement in social media feed on "Saturday prior to event week".
- Logo placement on physical award certificates.
- Opportunity to add collateral to recipient Swag Bag.

\$2,500 YOUTH SWAG BAG SPONSOR

1 AVAILABLE AT THIS LEVEL

- Your Company Logo on Swag Bag for Youth Member Award Recipients.
- Fixed logo placement on the Youth of the Year event page on the BGCSCC website.
- Logo included in the monthly e-communication through April 30.
- 2 mentions/special recognitions in social media pre-event.
- 1 mentions/special recognitions in social media post event.
- Recognition in post event print and electronic newsletter.
- Logo inclusion as Youth Swag Bag Sponsor on post event stewardship mailing.

\$1,000 GREAT FUTURES BUSINESS SPONSOR

5 AVAILABLE AT THIS LEVEL

- Name recognition on the Youth of the Year event page on the BGCSCC website.
- Name recognition in the monthly e-communication through April 30.
- 1 mention/special recognition in social media pre-event.
- 1 mention/special recognition in social media post event.
- Recognition in post event print and electronic newsletter.
- Name recognition on post event stewardship mailing.

Confirm your commitment and contact our office at
831-423-3138 or visit www.boysandgirlsclub.info.



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