

2022 Annual Sponsorships



BOYS & GIRLS CLUBS
OF MID CENTRAL COAST

Your annual sponsorship
will help thousands of kids
on the Central Coast.

CentralCoastKids.org

Questions?

Kelly White O'Neill

Director of Marketing & Donor Communication
Sponsorship@CentralCoastKids.org | 805-922-7763



BOYS & GIRLS CLUBS
OF MID CENTRAL COAST

Why Sponsor Boys & Girls Clubs of Mid Central Coast?

Through **14 Clubs** serving the Mid Central Coast, your sponsorship provides sustaining funds to run our proven after-school programming that positively impacts thousands of children. As a community leader, you know the value of ensuring the next generation has the resources and skills needed to be our community's next leaders.

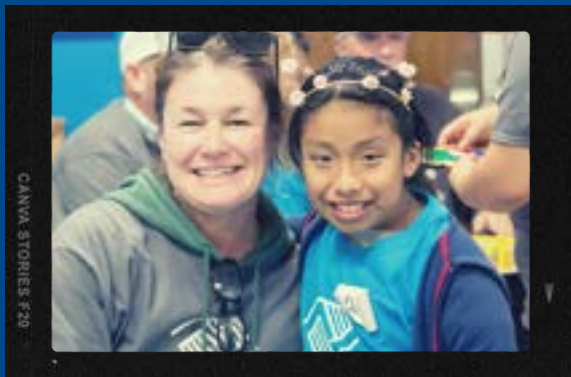
Your connection with a youth and family serving organization gives you the opportunity to change lives and attend premier events on the Central Coast, showcase your company and brand, and meet donors, business leaders, and community partners who care about the same things you do.

In exchange for your sponsorship dollars you will have opportunities to attach your brand to our community-focused programs and special events. Keep reading for event and program details for 2022.

Kelly White O'Neill

Michael Boyer

Alanna Andruszkiewicz



Serving children & teens for over **55 years**



2,359
Registered
Members

GREAT FUTURES START **HERE.**

2022 Galas

40th Annual Auction & Gala

April 9, 2022
Santa Maria

Winemakers Dinner

September 10, 2022
Paso Robles

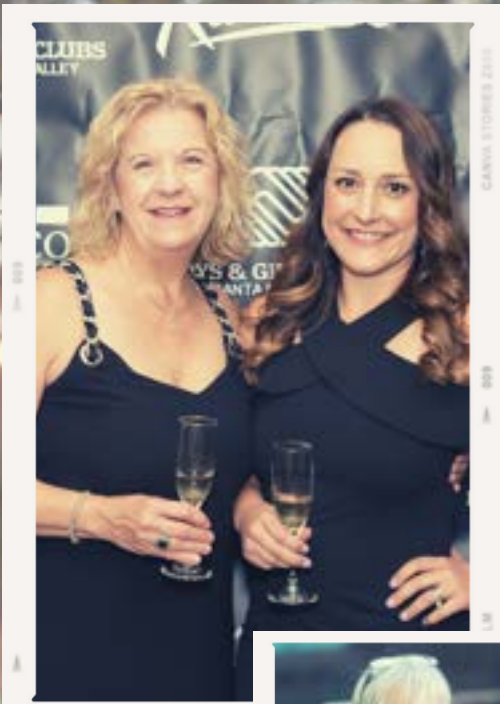
For over 40 years, our galas have been the highlight of local social calendars. Community leaders, business owners, and philanthropists enjoy fun-filled evenings of fine food, local wine, live and silent auctions, and programs highlighting the children and teens we serve. Depending on your level of sponsorship, you can enjoy these events and engage with the people who attend.

Guest Profile

- Connectors
- Community Leaders
- Philanthropists
- Business Owners

Tickets

- 150-200 Guests
- Admission \$150



2022 Golf Tournaments

23rd Annual Ag for Youth Golf Tournament

July 25, 2022

Santa Maria Country Club

3rd Annual Crush It Golf Tournament

November 7, 2022

Hunter Ranch Golf Course

Our Golf Tournaments are full of fun and camaraderie on the greens. Both events bring together donors, corporate partners, and friends of Boys & Girls Clubs of Mid Central Coast to enjoy a day of golf in support of the Clubs.

Highlights of these events include golf, raffles, great food, and many surprises.

Golfers' Profile

- Ag Community Leaders
- Philanthropists
- Business Owners

Tickets

- 144 - 216 Golfers
- Foursome - \$1,200





2022 Youth Events

Cookies & Kids

2 Opportunities Quarterly at Different Clubs

Cookies & Kids is an interactive experience for community members to spend an afternoon helping Club Kids participate in their everyday activities. You may be helping with homework, making a craft, or cooking a healthy snack. This is an excellent opportunity for team building, client-relationship building, and expressing your commitment to community service.

Youth Sports Leagues

Our sports leagues serve 4,000 local children every year with soccer, basketball, and flag football. Your sponsorship includes signage in our gyms and on team uniforms. Hundreds of families will appreciate seeing you support their kids.

Back-a-Youth Nights

- February 24** - Railroad Club, Santa Maria
- September 22** - Estabillo Club, Guadalupe
- October 27** - Maas Club, Paso Robles

The first Back-a-Youth Night was back in 1988, and it gave adults in the community a chance to interact with our youth members. For 33 years, we have opened our doors for our kids and the community to come together, have fun, and learn about Boys & Girls Clubs of Mid Central Coast. Back-a-Youth Night continues to be a life-changing experience for both Club members and their mentors.

2022 Donor Events

Alumni Association BBQ & Picnic

August 14, 2022 - Waller Park - Santa Maria

Past Club members, their families, supporters, and staff gather to catch up and share past club experiences. It's also a time when we talk about our current projects and the kids we serve today. We are seeing second and third generations from the same families at this event.

Giving Tuesday Holiday Party

November 29, 2022

Our holiday party is on Giving Tuesday because we want to give back to you. This party is for everyone — staff, volunteers, board members, donors, and friends of the Club. For 2022, the party will be held at the new Tom Maas Clubhouse in Paso Robles.

Club 66 Appreciation Party

May 22, 2022

Recurring giving means sustainability. Club 66 is a giving plan that provides monthly recurring revenue to help keep our doors open. Our Club 66 reception recognizes our patrons who donate monthly. You will connect with local people across our entire service area who are aligned with your corporate giving principals.

Donor Receptions

Santa Maria & North San Luis Obispo County

During the year, we like to meet with our donors to keep them updated on our progress. These are community leaders and highly engaged donors who will enjoy connecting with you and each other.





Tom Maas Club Grand Opening

Years in the building, we will be holding multiple celebrations when we open the Tom Maas Clubhouse in Paso Robles. The new Club will be a jewel in Paso Robles and allow us to serve an additional 250+ Club members. We anticipate these events will generate considerable media attention and VIP attendees.

Ribbon Cutting & VIP Reception

April 2022

Join us for a sneak peek of the new Clubhouse at our ribbon cutting ceremony. After the ribbon cutting, there will be a VIP tour and cocktail party. Invitees will include VIP donors who donated funds, goods, and services to complete this capital project and build the Club.

Family Festival & Open House

June 2022

After the Club opens, we are showing it off to the community with a Family Festival and Open House! The event will include vendor booths, entertainment, games, food, and other surprises. Tours will be given of the new facilities and many activities will be scheduled for the community.



\$75,000 Exclusive Presenting Sponsor

The Exclusive Presenting Sponsor is reserved exclusively for one special partner. Your company will receive the highest level of recognition and brand exposure at all of our events in 2022. You will have naming rights at all 2022 signature events (e.g. "Your Company Name Presents Winemakers Dinner Benefiting Boys and Girls Clubs of Mid Central Coast).

The Exclusive Presenting Sponsor will also have a table or tickets for all events, transportation and lodging at our Gala events, a week's stay at the Club Timeshare, and much more. Imagine the opportunities this presents to gain recognition and connect with other leaders and influencers on the Central Coast.

Finally, your business will be recognized for providing world-class after-school programs to children and teens across the Central Coast—programs that empower our Club members and create future leaders.

Galas	Golf Tournaments	Youth Events	Donor Events	Tom Maas Club
<ul style="list-style-type: none"> • Presenting Title which ensures mention in all promos and ads • Table at each event • Hotel suite for each event • Transportation for each event • 1-week stay at Club Timeshare • Full-page ad in Auction Catalogs 	<ul style="list-style-type: none"> • Presenting Title which ensures mention in all promo and ads • Two Foursomes at each tournament • Logo on golf shirts • Hosted-bar cocktail reception for 20 guests after events • Option to add promotional item to swag bags 	<ul style="list-style-type: none"> • Presenting Title which ensures mention in all promo and ads • 10 attendees at each event • Hosted-bar cocktail reception for 10 guests after events • Host an exclusive Cookies & Kids event • Logo in Gym • Logo on Sports Jerseys • Photo on social media 	<ul style="list-style-type: none"> • Presenting Title which ensures mention in all promo and ads • 10 attendees at each event • Featured photo on social media • Option to add promotional item to swag bags 	<ul style="list-style-type: none"> • Presenting Title which ensures mention in all promo and ads • Early bird preview for 10 guests • On-site signage for one year • Booth at Family Festival • Featured photo on social media • Option to add promotional item to swag bags

\$50,000 Gold Sponsor

The Gold Sponsor receives recognition and branding at all of our annual events in 2022.

You receive a table or tickets for all events, your choice of sponsorship level at our golf tournaments, media promotions, and much more. Throughout 2022, you will have many opportunities to showcase your brand and mix with leaders and philanthropists on the Central Coast.

As a Gold Sponsor, your business will be recognized for providing world-class after-school programs to children and teens across the Central Coast.



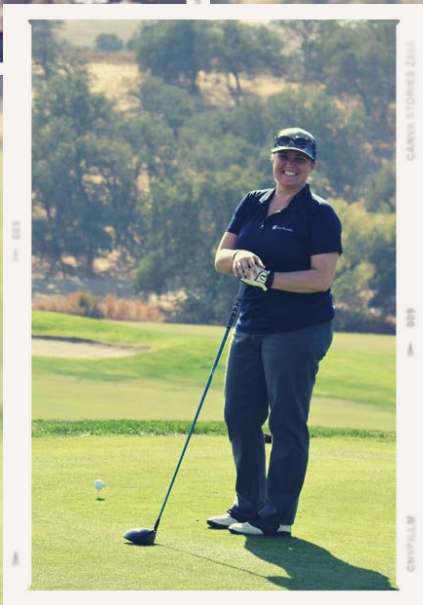
Galas	Golf Tournaments	Youth Events	Donor Events	Tom Maas Club
<ul style="list-style-type: none"> • Logo on all marketing materials • Table at each event • "Cocktail/Wine Host" • Half-page ad in Auction Catalogs • Mention in one radio spot per event • Mention in one social media post per event • Name and logo on event programs 	<ul style="list-style-type: none"> • Logo on all materials • Choice of meal or hat sponsorship • One Foursome at each tournament • Logo in one print ad per event • Mention in one radio spot per event • Mention in one social media post per event • Option to add promotional item to swag bags 	<ul style="list-style-type: none"> • 5 attendees at each event • Hosted-bar cocktail reception for 5 guests after events • Host an exclusive Cookies & Kids event • Logo in Gym • Logo on Sports Jerseys 	<ul style="list-style-type: none"> • Logo on all marketing materials • 5 attendees at each event • Option to add promotional item to swag bags 	<ul style="list-style-type: none"> • Early bird preview for 5 guests • Logo on-site for one year • Booth at Family Festival • Option to add promotional item to swag bags

\$25,000 Silver Sponsor

The Silver Sponsor receives recognition and branding at all of our events in 2022.

You receive a table or tickets for all of the events, your choice of sponsorship level at our golf tournaments, media promotions, and much more.

Finally, your business will be recognized for providing world-class after-school programs to children and teens across the Central Coast.



Galas	Golf Tournaments	Youth Events	Donor Events	Tom Maas Club
<ul style="list-style-type: none"> • Table at each event • Logo in one print ad • Mention in one radio spot • Mention in one social media post • Name and logo in event programs 	<ul style="list-style-type: none"> • One Foursome at each tournament • Tee-sign at each tournament 	<ul style="list-style-type: none"> • 5 attendees at each event • Hosted-bar cocktail reception for 5 guests after events • Host an exclusive Cookies & Kids event • Logo in Gym 	<ul style="list-style-type: none"> • 5 attendees at each event • Option to add promotional item to swag bags 	<ul style="list-style-type: none"> • Early bird preview for 5 guests • Booth at Family Festival • Option to add promotional item is swag bags

\$10,000 **Bronze Sponsor**

The Bronze Sponsor receives recognition and branding at all of our events in 2022.

You receive a table or tickets for all of the events, Tee sponsorship at our golf tournaments, media promotions, and much more.

Finally, your business will be recognized for providing world-class after-school programs to children and teens across the Central Coast.



Galas	Golf Tournaments	Youth Events	Donor Events	Tom Maas Club
<ul style="list-style-type: none"> • Table at each event • Name in one print ad • Mention in one social media post • Name in event programs 	<ul style="list-style-type: none"> • One Foursome at each tournament • Tee sign at each event 	<ul style="list-style-type: none"> • 2 attendees at each event • 2 guests invited to hosted-bar cocktail receptions after events 	<ul style="list-style-type: none"> • 5 attendees at each event • name in program 	<ul style="list-style-type: none"> • Early bird preview for 5 guests • Booth at Family Festival • Option to add promotional item is swag bags

À la carte Sponsor

\$5,000

Pick Two Events

\$2,500

Pick One Event

The à la carte Sponsors will receive recognition at one or two events of their choosing in 2022.

You will receive four tickets for your selected event(s) and related advertising, social media posts, and more.

Choose from:

- Four tickets to Auction & Gala
- Four tickets to Winemakers Dinner
- Foursome at Ag for Youth Golf Tournament
- Foursome at Crush It Golf Tournament

Galas

**Choose from
Auction & Gala and
Winemakers Dinner:**

- 4 tickets
- Quarter-page ad in Auction Catalogs
- Mention in one social media post
- Option to add a promotional item to swag bags

Golf Tournaments

**Choose from
Ag for Youth Golf and
Crush It Golf:**

- Golf Foursome
- Tee sign





BOYS & GIRLS CLUBS
OF MID CENTRAL COAST

Sponsorship Opportunities & Benefits

	Galas	Golf Tournaments	Youth Events	Donor Events	Tom Maas Club
Exclusive Presenting \$75,000	<ul style="list-style-type: none"> Presenting Title Table at each event Hotel suite Transportation 1-week at Club Timeshare Full-page ad in Auction Catalogs 	<ul style="list-style-type: none"> Presenting Title Two Foursomes at each tournament Logo on golf shirts Hosted-bar cocktail receptions for 20 guests Option for swag bag item 	<ul style="list-style-type: none"> Presenting Title 10 attendees at each event Hosted-bar cocktail receptions for 10 guests Host Cookies & Kids event Logo in Gym Logo on Sports Jerseys Photo on social media 	<ul style="list-style-type: none"> Presenting Title 10 attendees at each event Photo on social media Option for swag bag item 	<ul style="list-style-type: none"> Presenting Title Early bird preview for 10 On-site signage for 1 year Booth at Family Festival Photo on social media Option for swag bag item
Gold \$50,000	<ul style="list-style-type: none"> Logo on all PR materials Table at each event "Cocktail/Wine Host" Half-page ad in Auction Catalogs Mentions in radio spots Mentions on social media 	<ul style="list-style-type: none"> Logo on all PR materials Choice of dinner, hat, or lunch sponsorship One Foursome at each tournament Logo in print ads Mentions in radio spots Mention on social media Option for swag bag item 	<ul style="list-style-type: none"> 5 attendees at each event Hosted-bar cocktail receptions for 5 guests Host Cookies & Kids event Logo in Gym Logo on Sports Jerseys 	<ul style="list-style-type: none"> Logo on all PR materials 5 attendees at each event Option for swag bag item 	<ul style="list-style-type: none"> Early bird preview for 5 Logo on-site for 1 year Booth at Family Festival Option for swag bag item
Silver \$25,000	<ul style="list-style-type: none"> Table at each event Logo in one print ad Mention in one radio spot 1 Mention on social media 	<ul style="list-style-type: none"> One Foursome at each tournament 	<ul style="list-style-type: none"> 5 attendees at each event Hosted-bar cocktail receptions for 5 guests Host Cookies & Kids event Logo in Gym 	<ul style="list-style-type: none"> 5 attendees at each event Option for swag bag item 	<ul style="list-style-type: none"> Early bird preview for 5 Booth at Family Festival Option for swag bag item
Bronze \$10,000	<ul style="list-style-type: none"> Table at each event Name in one print ad 1 Mention on social media Logo in program 	<ul style="list-style-type: none"> One Foursome at each tournament Tee sign at each event 	<ul style="list-style-type: none"> 2 attendees at each event Hosted-bar cocktail receptions for 2 guests 	<ul style="list-style-type: none"> 5 attendees at each event Logo in program 	<ul style="list-style-type: none"> Early bird preview for 5 Booth at Family Festival Option for swag bag item
À la carte Pick 2 - \$5,000 Pick 1 - \$2,500	<i>Auction & Gala</i> or <i>Winemakers Dinner</i> <ul style="list-style-type: none"> 4 tickets Quarter-page ad 1 Mention on social media Option for swag bag item 	<i>Ag for Youth Golf</i> or <i>Crush It Golf</i> <ul style="list-style-type: none"> Golf Foursome Tee sign 			



BOYS & GIRLS CLUBS OF MID CENTRAL COAST

- February 24* **Back-a-Youth Night** — Railroad Club
- April 9* **Auction & Gala** — Santa Maria
- Spring* **Maas Club Ribbon Cutting** — Paso Robles
- May 22* **Club 66 Appreciation**
- Early Summer* **Family Festival** — Maas Club
- July 25* **Ag For Youth Golf** — Santa Maria
- August 14* **Alumni Association BBQ** — Santa Maria
- September 10* **Winemakers Dinner** — Paso Robles
- September 22* **Back-a-Youth Night** — Estabillo Club
- October 27* **Back-a-Youth Night** — Maas Club
- November 7* **Crush It Golf** — Paso Robles
- November 29* **Giving Tuesday Party** — Maas Club
- Twice/Quarter* **Cookies & Kids** — Select Clubs





BOYS & GIRLS CLUBS
OF MID CENTRAL COAST

SPONSORSHIP AGREEMENT

Yes! I will be a 2022 Sponsor Partner.

— Annual Event Sponsorships —

Exclusive Presenting
Sponsor
\$75,000

Gold
Sponsor
\$50,000

Silver
Sponsor
\$25,000

Bronze
Sponsor
\$10,000

— À la carte Sponsorships —

Pick 2 Events
\$5,000

Pick 1 Event
\$2,500

Auction & Gala

Winemakers Dinner

Ag for Youth Golf Tournament

Crush It Golf Tournament

Contact Name _____

Business Name _____

Email _____

Phone _____

Signature _____

Date _____



*Use the QR code to register
your sponsorship online!*

CONTACT US

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