



BOYS & GIRLS CLUBS  
OF AMERICA

# NORTHEAST YOUTH OF THE YEAR



SPONSORSHIP OPPORTUNITIES

NATIONAL PARTNERS



TOYOTA

Mondelēz  
International

# WHO WE ARE \_\_\_\_\_

Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring and responsible adults.



## **WE BELIEVE EVERY KID HAS WHAT IT TAKES.**

Boys & Girls Clubs give young people access to opportunities – no matter their race, ethnicity, gender, gender expression, sexual orientation, ability, socio-economic status or religion.

## **CLUBS ARE CATALYSTS FOR POSITIVE CHANGE**

in their communities, providing the safe spaces, supportive mentors and high-quality programming youth need to thrive.

**160+ YEARS** \_\_\_\_\_ HELPING KIDS & TEENS REACH THEIR FULL POTENTIAL

**4.6 MILLION** \_\_\_\_\_ YOUNG PEOPLE SERVED ANNUALLY

**548,000** \_\_\_\_\_ ADULT STAFF & VOLUNTEERS

**4,700+ CLUB LOCATIONS** \_\_\_\_\_ IN ALL 50 STATES  
& ON NATIVE LANDS & U.S. MILITARY INSTALLATIONS ACROSS THE GLOBE

**497 BGCA-AFFILIATED YOUTH CENTERS**

SERVE 532,665 MILITARY-CONNECTED YOUTH ON  
U.S. MILITARY INSTALLATIONS WORLDWIDE



# NORTHEAST YOUTH OF THE YEAR

June 24, 2021 ■ 7:00 PM EDT

For a Club kid, there is no higher honor than being named National Youth of the Year, spokesperson for all of Boys & Girls Clubs of America and the 4.6 million youth Clubs serve annually. Since 1947, the Youth of the Year program has helped today's young people develop the skills and character traits to become the leaders of tomorrow. Participants must show outstanding leadership at their Clubs, volunteer in their communities and uphold the values of being productive, caring and responsible. Additionally, Military Youth of the Year, a distinct component of the Youth of the Year program, was introduced in 2013 to recognize outstanding teens served by BGCA-affiliated Youth Centers on U.S. military installations worldwide.

The journey begins with a rigorous application process at a member's Club, where local judges select one extraordinary teen to serve as the Club's Youth of the Year. From there, candidates go on to participate in state events. State Youth of the Year then vie to become their region's Youth of the Year, with pathways for both military and non-military Youth of the Year to advance. Ultimately, six outstanding teens — five regional Youth of the Year and the National Military Youth of the Year — will advance to the National Youth of the Year.

The generous support of our Youth of the Year sponsors not only gives a young person the incredible opportunity to become a true civic-minded leader, affecting change in their community, state, region and country, but it also provides them with a series of scholarships to make their educational dreams come true.

## PROVEN RETURN

**97% OF CLUB TEENS** expect to graduate from high school.



**82% OF CLUB KIDS** believe they can make a difference in their community.

## ON INVESTMENT

In 2018, Consumer Reports named us one of the **"BEST CHARITIES FOR YOUR DONATIONS."**

For the 23rd year in a row, we've been recognized as **"THE NATION'S #1 YOUTH-SERVING ORGANIZATION"** by The Chronicle of Philanthropy.

We maintain a **FOUR-STAR RATING** (out of four) from Charity Navigator.

# STREAMED EXPERIENCE



Boys & Girls Clubs of America President & CEO Jim Clark highlighting the importance of Clubs in our communities



Celebrity emcees, like Erin Andrews at the Pacific YOY Experience, hosting and introducing all regional Youth of the Year participants



Inspiring personal stories from each of the youth finalists

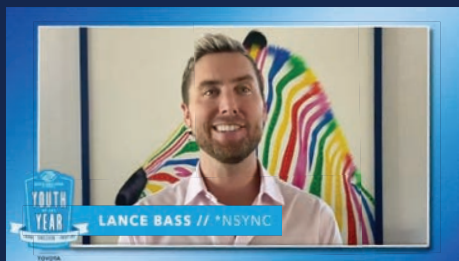


Special performances by Boys & Girls Club youth performers



Remarks highlighting our long-standing partnership with the U.S. Armed Services to provide high-quality support and services to military-connected youth on and off installations

## Notable alumni and many special guests joined the NATIONAL YOUTH OF THE YEAR



- Impactful Fund the Mission giving opportunity
- Access to the digital program with youth profiles, sponsor ads and recognition, and more
- Access to a digital photo booth and the opportunity to share your support on your social channels

[#youthoftheyear](https://www.bgc.org/youthoftheyear)

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## SPONSORSHIP LEVELS

### DIAMOND SPONSOR - \$150,000

#### Recognition as Diamond Sponsor

##### All the benefits of Platinum level, plus:

- Exclusive, company-written and/or individual spotlight with logo in weekly communications, closest to event
- Recognition as Diamond Sponsor in post-event highlight reel
- Opportunity for 15-sec video ad during the pre or post show
- Logo on youthoftheyear.org following Northeast Youth of the Year announcement
- Opportunity to engage employees related to Youth of the Year program

### PLATINUM SPONSOR - \$100,000

#### Recognition as Platinum Sponsor

##### All the benefits of Gold level, plus:

- Logo on dedicated event website (with hyperlink)
- Exclusive, company-written and/or individual spotlight with logo in weekly communications
- Logo branding in footer of all event communications
- Full-page ad in event program
- Recognition as Platinum Sponsor in post-event highlight reel
- Recognition by emcee during the show
- Private meet and greet with your select guests and select BGCA leadership pre-event
- Listing in press release and media advisory
- Invitation to additional virtual events as scheduled
- Opportunity to serve on judging panel at regional Youth of the Year event
- Opportunity to create custom integration
- Opportunity to be involved in virtual engagement with YOY participants

### GOLD SPONSOR - \$50,000

#### Recognition as Gold Sponsor

##### All the benefits of Silver level, plus:

- Company (and/or individual) spotlight in weekly communications with Gold Sponsors
- Opportunity for logo on virtual photo booth page
- Logo on thank you communications
- Recognition in post-event highlight reel
- Meet and greet opportunity with Youth of the Year winners immediately following event (with other top sponsors)
- Sponsor thank you gift box
- Leadership opportunity for a high-level executive to serve on the Event Committee (this core group of dedicated executives will serve as the drivers of the campaign)
- Opportunity to serve on judging panel at state Youth of the Year event, based on time/availability

### SILVER SPONSOR - \$25,000

#### Recognition as Silver Sponsor

##### All the benefits of Bronze level, plus:

- Logo on invitation
- Logo on dedicated event website
- Company (and/or individual) spotlight in weekly communications with Silver Sponsors
- Logo in pre-show loop
- Logo in post-show loop
- Half-page ad in event program

### BRONZE SPONSOR - \$15,000

#### Recognition as Bronze Sponsor

##### Pre-event collateral and communications:

- Listing on invitation
- Listing on dedicated event website

##### On-site collateral:

- Listing in pre-show loop
- Listing in post-show loop
- Quarter-page ad in event program

##### Post-event collateral:

- Listing in thank you communications
- Access to virtual experience and invitation to share with network and guests
- Thank you gift

### INDIVIDUAL ACCESS - \$1,000

- Access to virtual experience
- Thank you gift



To learn more about this year's Youth of the Year Experience or sponsorship opportunities, please contact Meghan Neely at [MNeely@bgca.org](mailto:MNeely@bgca.org) or 201-463-7554 or visit [neyoy.bgca.org](http://neyoy.bgca.org).



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## YES! I WOULD LIKE TO SUPPORT THIS EXPERIENCE

(Please check selection below)

**DIAMOND SPONSOR - \$150,000**

**PLATINUM SPONSOR - \$100,000**

**GOLD SPONSOR - \$50,000**

**SILVER SPONSOR - \$25,000**

**BRONZE SPONSOR - \$15,000**

**INDIVIDUAL ACCESS - \$1,000**

## PAYMENT INFORMATION

I would like to make a  One-Time Gift  Multiyear Sponsorship

Date payments to begin: \_\_\_\_\_ Amount of each payment: \_\_\_\_\_

Check  Wire Transfer  Please Invoice  Donor-Advised Fund or Charitable Investment Account

I would like to make a donation of stock or securities:

Number of shares: \_\_\_\_\_ Name of stock: \_\_\_\_\_

Credit Card - please visit [neyoy.bgca.org](http://neyoy.bgca.org) or call 201-463-7554

Please make checks payable to **Boys & Girls Clubs of America**

Return to: Boys & Girls Clubs of America, Attn: Northeast Region, P.O. Box 117431, Atlanta, GA 30368-7431

## CONTACT INFORMATION

Please print supporter name exactly as it should appear in sponsor listings and other materials:

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Phone: \_\_\_\_\_  Home  Cell  Office

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

I pledge to make a gift of \$ \_\_\_\_\_ to support the Youth of the Year Experience and mission of Boys & Girls Clubs of America to enable all young people, especially those who need us most, to reach their full potential.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PLEASE RETURN THIS FORM WITH YOUR PAYMENT

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