

A Benefit

FOR THE KIDS!



BOYS & GIRLS CLUBS
OF THE TWIN CITIES



2018 SPONSORSHIP OPPORTUNITIES

WWW.BOYSANDGIRLS.ORG/FORTHEKIDS



BOYS & GIRLS CLUBS
OF THE TWIN CITIES

ABOUT THE BOYS & GIRLS CLUBS OF THE TWIN CITIES

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

The Clubs represent more than 80 years of service to youth. Dedicated staff at eight metro-area locations and a rural camp provide activities and support to more than 9,000 young people from kindergarten through high school graduation. Club sites are placed in targeted neighborhoods where the need is greatest.

WHO WE SERVE:

- Twin Cities youth, ages 5 to 18 – over 850 youth attend each day.
- Economically disadvantaged youth – 86% of members receive free and reduced-priced lunch.
- Academically challenged youth – 29% of members switch school districts at least once per year.
- Homeless youth – 10% of members lack safe, affordable housing.
- Food insecure youth – 155,000 nutritious meals and snacks are served annually.

CLUB LOCATIONS:

North Minneapolis

Jerry Gamble Boys & Girls Club
Olson Beacon Boys & Girls Club
Patrick Henry Beacon Boys & Girls Club

South Minneapolis

Southside Village Boys & Girls Club
Little Earth Boys & Girls Club

Saint Paul

East Side Boys & Girls Club
Al Lenzmeier West Side Boys & Girls Club
Mt. Airy Boys & Girls Club

Mound

Voyageur Environmental Center



THE CLUBS' FORMULA FOR IMPACT

The Clubs' Formula for Impact defines specific strategies to increase the quality programming for three priority outcome areas: **Academic Success**, **Healthy Lifestyles**, and **Good Character & Leadership**.



ACADEMIC SUCCESS

The Academic Success strategy includes providing programs for our youth including opportunities for career exploration, educational enhancement, and augmented learning in literacy, finance, arts, and Science, Technology, Engineering, and Mathematics (STEM).



HEALTHY LIFESTYLES

The Healthy Lifestyles strategy develops young people's capacity to live healthfully by educating youth about fitness, nutrition, smart decisions, and social emotional learning. Activities focus on instilling positive conflict resolution techniques, engaging in positive behaviors, and setting personal goals.



GOOD CHARACTER & LEADERSHIP

The Good Character & Leadership strategy encourages youth to be engaged by providing character, leadership, and service learning opportunities to Club members.



BOYS & GIRLS CLUBS OF THE TWIN CITIES

OUR CLUBS

9,000+

YOUTH SERVED

8

TWIN CITIES CLUBS & VOYAGEUR
ENVIRONMENTAL CENTER

155,000

MEALS SERVED ANNUALLY

SOCIAL MEDIA



23,000+

ANNUAL FACEBOOK REACH



30,000+

WEBSITE VISITS ANNUALLY



3,500+

EMAIL SUBSCRIPTIONS

SUPPORT + OUTREACH



85+

CORPORATE PARTNERS



2,700+

VOLUNTEERS ANNUALLY



130+

BOARD & LEADERSHIP
MEMBERS

OUTCOMES



ACADEMIC SUCESS

71% of teen members are on track to graduate high school on time, with a plan for their future.



GOOD CHARACTER & LEADERSHIP

75% of members volunteer in their communities on a regular basis.



HEALTHY LIFESTYLES

75% of members are learning life-long healthy nutrition and exercise habits, mindfulness, and positive social/emotional skills.

A Benefit **FOR THE KIDS!**



Supporters of the Boys & Girls Clubs of the Twin Cities gather to celebrate all that the Clubs are doing throughout the community and to celebrate our youth through performances and speeches.

The evening includes red carpet photography, fun games, silent and live auctions, and a live band dance party. A mission-focused program is the best part of the night when our event guests enjoy dinner and hear from Club youth, see incredible performances, and learn how the Clubs are changing young lives on a daily basis.

- This year we celebrate our 57th annual benefit For the Kids!
- More than 500 guests in attendance annually
- In 2017, **over \$650,000 was raised** For the Kids! - **\$100,000 more than 2016!**
- In 2017, we had over 50 corporate and individual sponsors support this event, including 18 NEW sponsors!



Date

Friday, October 12, 2018

Time

6:00 PM - 8:00 PM

Silent Auction/Cocktail Hour

8:00 PM - 9:30 PM

Dinner, Program, & Live Auction

10:00 PM - 12:00 AM

Live Music

Location

**U.S. Bank Stadium
Hyundai Club & the field**

EVENT LEVEL SPONSOR - \$50,000

Includes 30 tickets to For the Kids! and specialty bottles of wine for your tables

DAY OF EVENT MARKETING

- Verbal recognition will be given from the stage during the program.
- A full color logo will be used on the video screen as recognition during the program.
- Your tables will receive personalized place settings.
- A full color logo will be used on the "Thank You Sponsors" page in the print program. **(*500+ programs)**
- The option to include a full page ad in the print program will be provided. **(*500+ programs)**
- A full color logo will be used in all signage at the event.
- Receive a unique Boys & Girls Club gift with your logo.

PRE-EVENT MARKETING

- Recognition on printed For the Kids! invitations **(*1,500 invitations)**
- Your logo and a link to your website will be included on the For the Kids! website.
- A full color logo will be included on the home page of the Boys & Girls Club website. **(*30,000+ views)**
- A dedicated Facebook post with your logo.
- A dedicated tweet on Twitter.
- Logo and link included in all email blasts. **(*3,000+ recipients)**

POST-EVENT MARKETING

- Inclusion in our 2018 Annual Report **(*1,000+ distributed)**
- Recognition in our winter e-newsletter as a highlighted For the Kids! sponsor with your logo. **(*3,000+ distribution)**
- Facebook thank you post with logo.
- Logo printed in thank you letters to attendees.
- Acknowledged with logo on a For the Kids! plaque hung at the Boys & Girls Clubs' administration office.

BOYS & GIRLS CLUB EXPERIENCE

- You have the opportunity to host a career day visit for our teens participating in our Teen Pathways Program.
- You also have the opportunity to volunteer at a Club site or be given a tour of a Club.



BOYS & GIRLS CLUBS
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AS AN EVENT SPONSOR, \$47,300 IS TAX DEDUCTIBLE.

CLUB LEVEL SPONSOR - \$25,000

Includes 20 tickets to For the Kids! and specialty bottles of wine for your tables

DAY OF EVENT MARKETING

- Verbal recognition will be given from the stage during the program.
- A full color logo will be used on the video screen as recognition during the program.
- Your tables will receive personalized place settings.
- A full color logo will be used on the "Thank You Sponsors" page in the print program. (*500+ programs)
- The option to include a half page ad in the print program will be provided. (*500+ programs)
- A full color logo will be used in all signage at the event.
- Receive a unique Boys & Girls Club gift with your logo.

PRE-EVENT MARKETING

- Recognition on printed For the Kids! invitations (*1,500 invitations)
- Your logo and a link to your website will be included on the For the Kids! website.
- A full color logo will be included on the home page of the Boys & Girls Club website. (*30,000+ views)
- A dedicated Facebook post that is promoted with your logo.
- A dedicated tweet on Twitter.
- Logo and link included in all email blasts. (*3,000+ recipients)

POST-EVENT MARKETING

- Inclusion in our 2018 Annual Report (*1,000+ distributed)
- Recognition in our winter e-newsletter as a highlighted For the Kids! sponsor with your logo. (*3,000+ distribution)
- Facebook thank you post with logo.
- Logo printed in thank you letters to attendees.
- Acknowledged with logo on a For the Kids! plaque hung at the Boys & Girls Clubs' administration office.

BOYS & GIRLS CLUB EXPERIENCE

- You have the opportunity to host a career day visit for our teens participating in our Teen Pathways Program.
- You also have the opportunity to volunteer at a Club site or be given a tour of a Club.



BOYS & GIRLS CLUBS
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AS A CLUB SPONSOR, \$23,200 IS TAX DEDUCTIBLE.

PLATINUM LEVEL SPONSOR - \$12,500

Includes 10 tickets to For the Kids! and specialty bottles of wine for your tables

DAY OF EVENT MARKETING

- Verbal recognition will be given from the stage during the program.
- Your logo will be used on the video screen as recognition during the program.
- A full color logo will be used on the "Thank You Sponsors" page in the print program. (***500+ programs**)
- The option to include a quarter page ad in the print program will be provided. (***500+ programs**)
- Your logo will be used in all signage at the event.
- Receive a unique Boys & Girls Club gift with your logo.

PRE-EVENT MARKETING

- Recognition on printed For the Kids! invitations. (***1,500 invitations**)
- Your logo and a link to your website will be included on the For the Kids! website.
- Included in a promoted Facebook post with all Platinum level sponsors.
- Logo and link included in all email blasts. (***3,000+ recipients**)

POST-EVENT MARKETING

- Inclusion in our 2018 Annual Report. (***1,000+ distributed**)
- Recognition in our winter e-newsletter as a highlighted For the Kids! sponsor with your logo. (***3,000+ recipients**)
- Facebook thank you post with logo.
- Logo printed in thank you letters to attendees.
- Acknowledged with logo on a For the Kids! plaque hung at the Boys & Girls Clubs' administration office.

BOYS & GIRLS CLUB EXPERIENCE

- You have the opportunity to host a career day visit for our teens participating in our Teen Pathways Program.
- You also have the opportunity to volunteer at a Club site or be given a tour of a Club.



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AS A PLATINUM SPONSOR, \$11,600 IS TAX DEDUCTIBLE.

GOLD LEVEL SPONSOR - \$7,500

Includes 10 tickets to For the Kids! and specialty bottles of wine for your tables

DAY OF EVENT MARKETING

- Verbal recognition will be given from the stage during the program.
- Your company will be listed on the video screen as recognition during the program.
- You will be listed in the "Thank You Sponsors" page in the print program. (***500+ programs**)
- Your logo will be used in all signage at the event.

PRE-EVENT MARKETING

- Listed on printed For the Kids! invitations. (***1,500 invitations**)
- Your logo will be included on the For the Kids! website.
- Included in a Facebook post with all Gold level sponsors.
- Company listed in all email blasts. (***3,000+ recipients**)

POST-EVENT MARKETING

- Inclusion in our 2018 Annual Report. (***1,000+ distributed**)
- Recognition in our winter e-newsletter as a listed Gala sponsor. (***3,000+ distribution**)
- Facebook thank you post.
- Acknowledged on a For the Kids! plaque hung at the Boys & Girls Clubs' administration office.

BOYS & GIRLS CLUB EXPERIENCE

- You have the opportunity to host a career day visit for our teens participating in our Teen Pathways Program.
- You also have the opportunity to volunteer at a Club site or be given a tour of a Club.



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AS A GOLD SPONSOR, \$6,600 IS TAX DEDUCTIBLE.

BRONZE LEVEL SPONSOR - \$3,500

Includes 8 tickets to For the Kids!

DAY OF EVENT MARKETING

- Your company will be listed on the video screen as recognition during the program.
- You will be listed on the "Thank You Sponsors" page in the program. (***500+ programs**)
- Company will be listed in all signage at the event.

PRE-EVENT MARKETING

- Listed on printed For the Kids! invitations. (***1,500 invitations**)
- Company will be listed on the For the Kids! event website.
- Company listed in all email blasts. (***3,000+ recipients**)

POST-EVENT MARKETING

- Inclusion in our 2018 Annual Report. (***1,000+ distributed**)
- Facebook thank you post.
- Acknowledged with logo on a For the Kids! plaque hung at the Boys & Girls Clubs' administration office.

BOYS & GIRLS CLUB EXPERIENCE

- You have the opportunity to host a career day visit for our teens participating in our Teen Pathways Program.
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AS A BRONZE SPONSOR, \$2,780 IS TAX DEDUCTIBLE.



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Get involved at
www.boysandgirls.org

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The Boys & Girls Clubs of the Twin Cities is an equal opportunity employer/service provider.