



# Spring Thaw

7<sup>TH</sup> ANNUAL

A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES

SATURDAY, MARCH 9TH 2019 | ARIA, DOWNTOWN MINNEAPOLIS  
[WWW.BOYSANDGIRLS.ORG/SPRINGTHAW](http://WWW.BOYSANDGIRLS.ORG/SPRINGTHAW)

The Boys & Girls Clubs of the  
Twin Cities serve 9,000 kids  
throughout the year at 8  
different Club locations,  
encouraging and supporting  
youth to reach their full  
potential.

Get involved at  
[www.boysandgirls.org](http://www.boysandgirls.org)

## Our Mission

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

## Our Purpose

The Associate Board started in 2009 with the purpose of fostering engagement, volunteerism, and financial support for the Boys & Girls Clubs of the Twin Cities through a group of young professionals who share a passion for our local youth's development. Over the past nine years the board has grown from five board members to 40, ranging in age from 23 – 39 years old, all with careers in different industries and organizations. Spring Thaw was created by the Associate Board to provide an opportunity for young professionals to experience all the excitement of a gala but at a reasonable ticket price.





## Our Impact



90% of our high school Club members expect to complete some post-secondary education.



75% of our teen members volunteer at least once per year.



155,000 nutritious meals and snacks were served last year; 90% of members who participated in nutrition classes said they have a better understanding of healthy eating



70% of STEM program participants understand the variety of STEM careers and their options; 62% of participants want to pursue a STEM career.





## Our Reach

### Clubs

**9,000 +**

Youth Served

**8**

Twin Cities Clubs

**40+**

Youth Development  
Professionals

### Social Media



**23,000 +**

Annual Facebook Reach



**30,000 +**

Website Visits Annually



**3,300 +**

Email Subscriptions

### Support + Outreach



**85 +**

Corporate Partners



**1,200 +**

Volunteers Annually



**130 +**

Board & Leadership Members

### Outcomes



**Academic Success**

300 kids participate in the  
Literacy Program daily



**Good Character & Leadership**

52% of teen members volunteer  
in their community at least once  
a month



**Healthy Lifestyles**

60% of members are active at  
least 5 days a week

## About the Associate Board

The Associate Board of the Boys & Girls Clubs of the Twin Cities works to create awareness, promote volunteerism and raise funds through a new generation of supporters for the Boys & Girls Clubs of the Twin Cities. Through developing relationships with individuals and corporations new to the Boys & Girls Clubs movement, the Associate Board aims to create and improve opportunities for local youth and in return strengthen the competitiveness and vitality of the Minneapolis/St. Paul community.

The Associate Board provides an excellent opportunity for civic-minded professionals to involve themselves in their community, develop leadership skills and network with peers. Associate Board members host numerous fundraising and social events throughout the year as well as regularly scheduled group volunteer outings at Club sites. Established in 2009, the Associate Board has flourished as an accompanying entity to the existing Board of Directors and Women's Association in promoting the growth of the Boys & Girls Clubs. Associate Board members work hand-in-hand with Board of Directors members on committees determining broad programmatic and development initiatives for the Boys & Girls Clubs of the Twin Cities, offering a unique role of action and influence.



# Spring Thaw

7<sup>TH</sup> ANNUAL

A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES



**BOYS & GIRLS CLUBS**  
OF THE TWIN CITIES

## Spring Thaw

The Goal of Spring Thaw is to raise awareness among young professionals in the Twin Cities about the numerous ways that they can have a direct impact on the success of youth in their community through the Boys & Girls Clubs.

Spring Thaw will be heading into its 7th year in 2019 and it continues to reach new heights and set new expectations year after year. The event began in 2013 with 250 guests in attendance raising \$24,000 for the Boys & Girls Clubs of the Twin Cities. Last year, Spring Thaw had 530 guests in attendance and raised \$76,000! The Associate Board continues to grow each year and is always developing new and creative ways to make the gala fun and affordable for young professionals throughout the Twin Cities.

### THE EVENING INCLUDES:

- SILENT AUCTION & GAMES
- HOSTED BEER & WINE
- VARIOUS FOOD STATIONS
- LIVE AUCTION & YOUTH PERFORMANCES
- PHOTO BOOTH, PIZZA & DJ PARTY



**Saturday, March 9th, 2019**

**Aria, Downtown Mpls | 7PM**





7<sup>TH</sup> ANNUAL  
A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES



**BOYS & GIRLS CLUBS**  
OF THE TWIN CITIES

# Title Sponsor - \$25,000

Includes Tickets for 30 Guests to the Event and Exclusive Balcony Access & Champagne Token



## Day-of Marketing

- Logo will be incorporated into Spring Thaw logo on all materials
- Verbal recognition will be given from the stage during the program
- A full color logo will be used on the video screen
- A full color logo will be used on the "Thank you Sponsors" page in the program
- The option to include a full page ad in the program will be provided 600+ programs
- A full color logo will be used in all signage at the event
- Front of program will include full color logo
- Logo will be included on home screen of mobile bidding software
- Receive a special Boys & Girls Clubs Gift
- Receive an exclusive champagne toast thanking sponsors

## Pre-Event Marketing

- Recognition on the Save the Dates \*If committed prior to mailing
- Included in press release
- Your logo and a website link will be included on the Spring Thaw event page [www.boysandgirls.org/springthaw](http://www.boysandgirls.org/springthaw)
- A full color logo will be included on the home page of the Boys & Girls Clubs website [www.boysandgirls.org](http://www.boysandgirls.org) \*30,000+ views
- A dedicated Facebook post that is promoted with your logo
- Logo and link included in all email blasts \*3,000+ recipients

## Post-Event Marketing

- Inclusion in our 2019 Annual Report \*1,000+ distributed
- Recognition in our Winter E-Newsletter as a highlighted Sponsor with logo \*3,000+
- Facebook thank you post with logo
- Logo on thank you emails to attendees \*600+



A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES

Presented by © 2018

Spring Thaw will be here soon, get your tickets before they're gone!  
Boys & Girls Clubs of the Twin Cities - a nonprofit organization - is proud to be a part of the Boys & Girls Clubs of the Twin Cities - a nonprofit organization.  
All proceeds from this event will be used to support programs and services for children and youth in the Twin Cities area.  
Boys & Girls Clubs of the Twin Cities | 612-726-0862 | 800-3-TEEN | [www.boysandgirls.org](#)



A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES

March 4th, 2017 | 6PM - 12AM | IMS - MPLS

Presented by



And The Associate Board

**GREAT FUTURES START HERE.**



**BOYS & GIRLS CLUBS**  
OF THE TWIN CITIES



**Tax Deduction is \$23,500**



# Spring Thaw

7<sup>TH</sup> ANNUAL

A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES



**BOYS & GIRLS CLUBS**  
OF THE TWIN CITIES

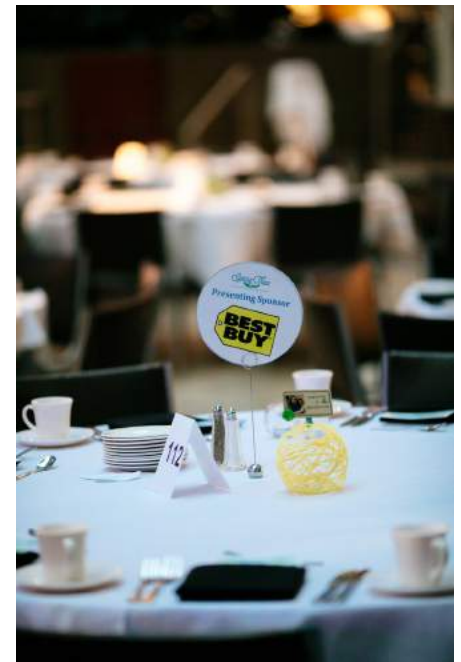
## Presenting Sponsor - \$10,000

Includes Tickets for 20 Guests to the Event and Exclusive Balcony Access and Champagne Token



### Day-of Marketing

- Verbal recognition will be given from the stage during the program
- A full color logo will be used on the video screen
- A full color logo will be used on the "Thank you Sponsors" page in the program
- The option to include a half page ad in the program will be provided 600+ programs
- A full color logo will be used in all signage at the event
- Front of program will include full color logo
- Receive a special Boys & Girls Clubs Gift
- Receive an exclusive champagne toast thanking sponsors



### Pre-Event Marketing

- Your logo and a website link will be included on the Spring Thaw event page [www.boysandgirls.org/springthaw](http://www.boysandgirls.org/springthaw)
- A full color logo will be included on the home page of the Boys & Girls Clubs website [www.boysandgirls.org](http://www.boysandgirls.org) \*30,000+ views
- A dedicated Facebook post that is promoted with your logo
- Logo and link included in all email blasts \*3,000+ recipients



### Post-Event Marketing

- Inclusion in our 2019 Annual Report \*1,000+ distributed
- Recognition in our Winter E-Newsletter as a highlighted Sponsor with logo \*3,000+
- Facebook thank you post with logo



**Tax Deduction is \$8,800**

# Spring Thaw

7<sup>TH</sup> ANNUAL

A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES



**BOYS & GIRLS CLUBS**  
OF THE TWIN CITIES

## Gold Sponsor - \$5,000

Includes Tickets for 16 Guests to the Event and Exclusive Balcony Access & Champagne Token



### Day-of Marketing

- Verbal recognition will be given from the stage during the program
- A full color logo will be used on the video screen
- A full color logo will be used on the "Thank you Sponsors" page in the program
- A full color logo will be used in all signage at the event
- Listed on front of Program
- Receive a special Boys & Girls Clubs Gift
- Receive an exclusive champagne toast thanking sponsors



### Pre-Event Marketing

- Your logo will be included on the Spring Thaw event page [www.boysandgirls.org/springthaw](http://www.boysandgirls.org/springthaw)
- Included in a promoted Facebook post with all Gold level sponsors
- Logo included in all email blasts \*3,000+ recipients



### Post-Event Marketing

- Inclusion in our 2019 Annual Report \*1,000+ distributed
- Recognition in our Winter E-Newsletter as a highlighted Sponsor with logo \*3,000+
- Facebook thank you post with logo



Tax Deduction is \$4,200

# Spring Thaw

7<sup>TH</sup> ANNUAL

A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES



**BOYS & GIRLS CLUBS**  
OF THE TWIN CITIES

## Silver Sponsor - \$2,500

Includes Tickets for 10 Guests to the Event and  
Champagne Token



### Day-of Marketing

- Verbal recognition will be given from the stage during the program
- Company to be listed on the video screen
- A full color logo will be used on the "Thank you Sponsors" page in the program
- A full color logo will be used in all signage at the event
- Receive an exclusive champagne toast thanking sponsors

### Pre-Event Marketing

- Your logo will be included on the Spring Thaw event page [www.boysandgirls.org/springthaw](http://www.boysandgirls.org/springthaw)
- Included in a promoted Facebook post with all Silver level sponsors
- Logo included in all email blasts \*3,000+ recipients

### Post-Event Marketing

- Inclusion in our 2019 Annual Report \*1,000+ distributed
- Recognition in our Winter E-Newsletter as a highlighted Sponsor with logo \*3,000+
- Facebook thank you post with logo



### Thank You, Sponsors!

Title Sponsor:



Gold Sponsors:



Jim & Suzanne Franklin  
Gaelan & Cheryl Lamblose  
and Tom & Jeanne Schrack

Silver Sponsors:



Entertainment Sponsors:



Media Sponsors:



Beer & Wine Sponsors:



A GALA BENEFITTING THE BOYS & GIRLS CLUBS OF THE TWIN CITIES



Tax Deduction is \$2,100