



# CORPORATE PARTNERSHIP

*Join Us in Creating  
Pathways to Success*



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

# CREATING PATHWAYS TO SUCCESS



Since 1926, Boys & Girls Clubs of the Twin Cities has been providing safe, fun, and nurturing environments for kids and teens during out-of-school hours. Dedicated staff at ten metro-area locations and a rural camp provide activities and support to nearly 9,000 young people annually from kindergarten through high school graduation. Club sites are placed in targeted neighborhoods where the need is greatest.

Boys & Girls Clubs of the Twin Cities is fortunate to be surrounded by a thriving corporate community that leads the world in innovation, vision, and community involvement. A corporate partnership with Boys & Girls Clubs of the Twin Cities not only provides a financial investment to support Club programs but also offers an opportunity to engage with our Club members—a promising and diverse talent pipeline—and align brands for marketing and PR benefits. Our corporate partners make a tremendous difference in the lives of the young people we serve and help ensure that ALL youth in our community are prepared for post-graduation success.



**Safer Childhoods**  
Providing safe and fun places for kids to grow and thrive.



**Life-Enhancing Programs**  
Delivering engaging programs focused on academics, health, and leadership.



**Caring Mentors**  
Offering trained staff who guide, coach, and motivate kids to be successful.

“The Minnesota Vikings are proud members of this community. Our staff, fans, players, and coaches believe in helping young people reach their full potential. Many individuals from our team were impacted by the efforts of Boys & Girls Club locations around the country and they are humbled to return the experience that meant so much to their own childhood as part of our partnership with Boys & Girls Clubs of the Twin Cities.”  
BRETT TABER, EXECUTIVE DIRECTOR – SOCIAL IMPACT, MINNESOTA VIKINGS FOOTBALL, LLC

# INSPIRING TOMORROW’S LEADERS

Through our long and rich history, experience, and expertise, Boys & Girls Clubs of the Twin Cities is leading a transformative change in the opportunity equation for Twin Cities youth. We believe that every young person deserves the chance to realize their full potential and achieve a great future. We offer tested, proven, and nationally recognized programs in three “pillars of success” areas that closely align with the developmental needs of the youth we serve: Academic Success, Good Character & Leadership, and Healthy Lifestyles. Results show that our approach works:



**ACADEMIC SUCCESS**

- 98% of youth report they are maintaining an appropriate grade level for their age
- 96% expect to complete post-secondary education



**GOOD CHARACTER & LEADERSHIP**

- 89% of teen members believe they can make a difference in their communities
- 63% of members age 9 and older volunteer in their community at least once a month



**HEALTHY LIFESTYLES**

- 63% of members age 9 and older report getting at least one hour of physical activity five or more days per week
- 135,000 healthy meals and snacks are served at the Clubs annually

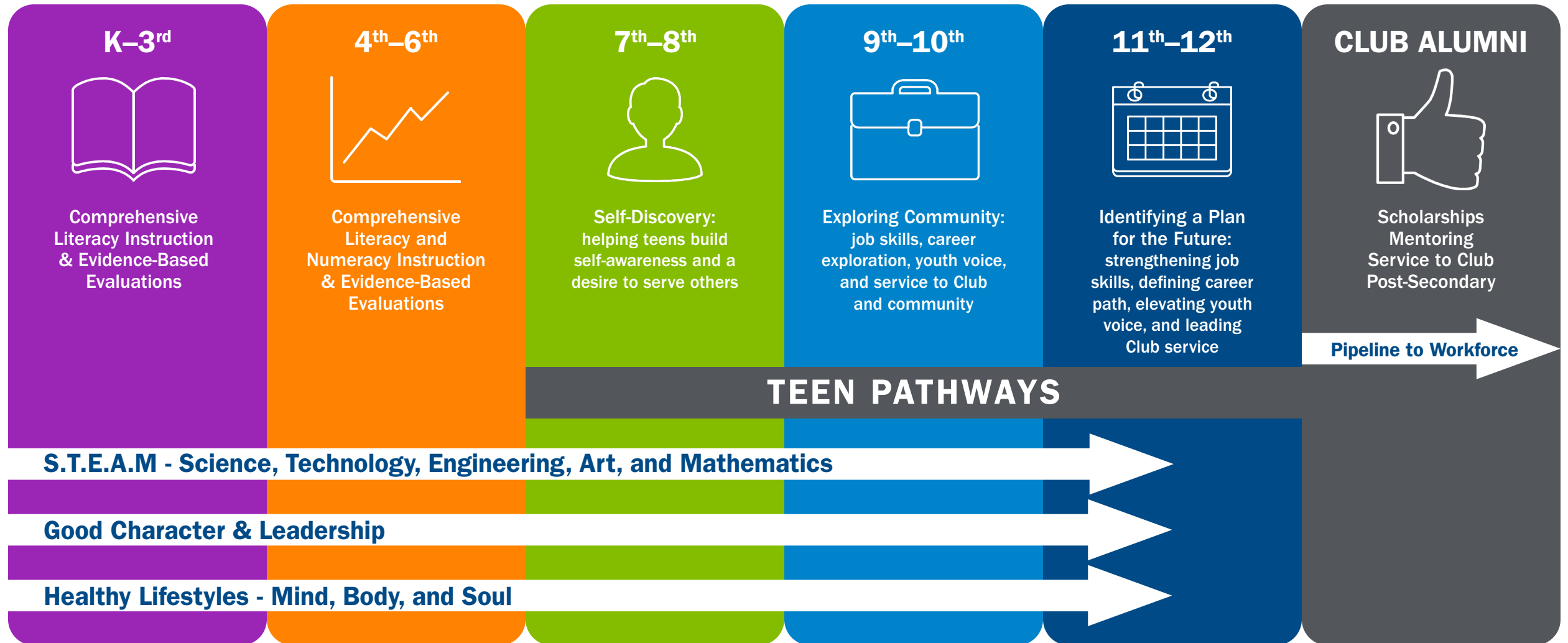
## MAKE A DIFFERENCE

Boys & Girls Clubs of the Twin Cities is always looking for strategic partners that can invest in advancing our mission. Brand alignment can generate greater awareness for both organizations and demonstrates strong community leadership and social responsibility.

- 84% of Americans believe that businesses have a responsibility to bring about societal change
- 78% of employees want to engage with corporate social responsibility initiatives
- 90% of consumers are likely to switch to a cause-branded product when choosing between equal value brands

SOURCE: (2018, October 23) 5 Corporate Philanthropy Benefits (and How You Can Achieve Them). Retrieved from <http://www.givinga.com>

# CREATING OPPORTUNITY FOR SUCCESS



## OUR CLUBS IN 2019

**197**

Club seniors graduated on time with a plan for the future

**11**

Twin Cities Clubs

**45%**

of Club members attend 2 or more times per week engaging in high-quality programming

## OUR CLUBS BY 2025

**500**

Club seniors graduate on time with a plan for the future

**22**

Twin Cities Clubs

**60%**

of Club members attend 2 or more times per week engaging in high-quality programming

Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. Our vision is to provide a high quality Club experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.

Our relationship with the communities we serve is enduring and impactful. It starts with the positive influence our program has on youth in the community who become members, expands as they participate in volunteer and service initiatives, and extends into the future as they become leaders in their own communities.



# PREMIER EVENTS YEAR-ROUND RECOGNITION

Join us as a year-round corporate partner of four premier events. Your commitment provides ongoing support for Club programs and offers a variety of opportunities for your employees to engage with our organization. We are happy to work with any organization to tailor-fit an engagement plan to align with your corporate strategy and employee needs.



YEAR-ROUND RECOGNITION	Visionary \$100,000	Champion \$75,000	Advocate \$50,000	Mentor \$25,000	Ally \$15,000	Friend \$10,000
Presenting Sponsor Recognition	X					
Prominent Advertisement in Regional Newspaper	X					
Name/Logo on Event Specific Apparel Item	X					
Feature Story in BGCTC Newsletter	X	X				
Print Media Recognition (advertising, press release, etc.)	X	X	X			
Social Media Recognition	X	X	X	X		
Name/Logo on Event-Specific Sponsor-Provided Item	X	X	X	X	X	
Recognition at Gathering with CEO	X	X	X	X	X	X
Invitation to Annual Corporate Partners Reception	X	X	X	X	X	X
Logo with Website Link on Corporate Partner Website	X	X	X	X	X	X
Two Tickets to Grand Slam Event	X	X				
Exclusive Table at Great Futures Fair	X	X	X	X	X	X

FOR THE KIDS!	Visionary	Champion	Advocate	Mentor	Ally	Friend
Podium Recognition	X					
Step & Repeat Display Recognition	X					
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Ad/Logo in Event Program	Full Page	½ Page	¼ Page	Logo	Logo	Logo
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Event Tickets	30	30	20	20	10	10

SPRING THAW	Visionary	Champion	Advocate	Mentor	Ally	Friend
Podium Recognition	X					
Step & Repeat Display Recognition	X					
Logo in Event Program	X	X	X			
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Event Tickets	30	25	20	20	10	10

KIDS IN THE CITY	Visionary	Champion	Advocate	Mentor	Ally	Friend
Podium Recognition	X					
Logo in Event Program	X	X	X			
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Event Tickets	14	14	12	10	8	6

FORE THE FUTURE	Visionary	Champion	Advocate	Mentor	Ally	Friend
Podium Recognition	X					
Name/Logo on Event Promo Item	X					
Logo in Event Program	X	X	X			
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Recognition at Bay Location	X	X	X	X	X	X
Event Tickets (Golfing Bays)	2	2	1	1	1	1

# INDIVIDUAL EVENTS



## FOR THE KIDS!

For the Kids is our premier annual benefit celebrating BGCTC members and their successes. Auctions, youth performances, and games make for an exciting and engaging evening that highlights our young people and how the Clubs are changing lives daily.



## SPRING THAW

Hosted by the Associated Board, Spring Thaw brings together more than 600 young professionals to raise awareness and funds for Boys & Girls Clubs of the Twin Cities. Enticing food stations, hosted beer and wine, and casino games keep this party going long into the night!



## KIDS IN THE CITY

Kids in the City recognizes our outstanding Club members and gives supporters a chance to engage with our youth at an outing to a Twins game. The evening begins with a Happy Hour reception at Fulton Taproom featuring a silent auction before guests head to Target Field to enjoy a ball game with Club members.

# SPONSORSHIP OPPORTUNITIES

FOR THE KIDS!	Visionary \$50,000	Champion \$30,000	Advocate \$20,000	Mentor \$12,500	Ally \$7,500	Friend \$3,500
Podium Recognition	X					
Step & Repeat Display Recognition	X					
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Ad/Logo in Event Program	Full Page	½ Page	¼ Page	Logo	Logo	Logo
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Event Tickets	30	30	20	20	10	10

SPRING THAW	Visionary \$25,000	Champion \$20,000	Advocate \$15,000	Mentor \$10,000	Ally \$5,000	Friend \$2,500
Podium Recognition	X					
Step & Repeat Display Recognition	X					
Logo in Event Program	X	X	X			
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Event Tickets	30	25	20	20	10	10

KIDS IN THE CITY	Visionary \$15,000	Champion \$10,000	Advocate \$7,500	Mentor \$5,000	Ally \$2,500	Friend \$1,000
Podium Recognition	X					
Logo in Event Program	X	X	X			
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Event Tickets	14	14	12	10	8	6



Anaa, Mt. Airy  
Club Graduate

“The Club is a place where you can learn who you are and who you want to be. It allows you to make mistakes in order to become great.”

ANAA, 2019 BGCTC YOUTH OF THE YEAR, MINNESOTA YOUTH OF THE YEAR, MIDWEST YOUTH OF THE YEAR, AND BOYS & GIRLS CLUBS OF AMERICA NATIONAL COMPETITION PARTICIPANT

“At SAP Concur, we are dedicated to fostering inclusive opportunities that prepare youth for future success. This directly aligns with the Boys & Girls Clubs’ mission to empower youth to succeed in school and ensure all kids have great futures. Our partnership with, and investment in, the Boys & Girls Clubs of the Twin Cities allows us to amplify our joint efforts in creating access to quality education and improving the lives and futures of our youth.”

JENN MCCOLLY; VP, PEOPLE CONNECTION TEAM, SAP CONCUR

# INDIVIDUAL EVENTS



## FORE THE FUTURE

Our annual golf event in a new format that offers competitive fun everyone can enjoy in climate-controlled hitting bays. The event will feature Topgolf games, a chance to Beat the Pro, silent auction, food, and drinks!



## GRAND SLAM DINNER

Join Twins players, past and present, at The Capital Grille as they tie on aprons and demonstrate their serving skills in support of Boys & Girls Clubs of the Twin Cities. Guests will enjoy a cocktail reception, lavish four-course dinner, and an auction laden with sports memorabilia.



## GREAT FUTURES FAIR

The Great Futures Workforce Fair is an excellent opportunity to connect with a diverse talent pipeline and to help bridge youth to high-demand careers. Teens and young adults from across the Twin Cities gather to meet with representatives from local corporations, businesses, colleges, tech schools, and trade unions to gather information and discuss options as they begin to determine their path after high school.

# SPONSORSHIP OPPORTUNITIES

FORE THE FUTURE	Visionary \$15,000	Champion \$10,000	Advocate \$7,500	Mentor \$5,000	Ally \$2,500	Friend \$1,000
Podium Recognition	X					
Name/Logo on Event Promo Item	X					
Logo in Event Program	X	X	X			
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X	X	X	
Name/Logo on Event Signage	X	X	X	X	X	X
Program Slideshow Recognition	X	X	X	X	X	X
Recognition at Bay Location	X	X	X	X	X	X
Event Tickets (Golfing Bays)	2	2	1	1	1	1

GRAND SLAM	Visionary \$15,000	Champion \$10,000	Advocate \$7,500	Mentor \$5,000	Ally \$2,500	Friend \$1,000
Podium Recognition	X					
Program Slideshow Recognition	X	X				
Logo in Event Program	X	X	X			
Electronic Bidding Recognition	X	X	X	X		
Pre- and Post-Event Marketing	X	X	X			
Name/Logo on Event Signage	X	X	X	X	X	
Event Tickets	10	8	8	6	4	2

GREAT FUTURES FAIR	Visionary \$15,000	Champion \$10,000	Advocate \$7,500	Mentor \$5,000	Ally \$2,500	Friend \$1,000
Podium Recognition	X					
Name/Logo on Event Specific Promotional Item	X	X				
Program Slideshow Recognition	X	X	X			
Pre- and Post-Event Marketing	X	X	X	X		
Name/Logo on Event Signage	X	X	X	X	X	
Ad/Logo in Event Program	X	X	X	X	X	X

“Giving back to the community that we are a part of is one of Mall of America’s core beliefs as an organization. We’re overjoyed that the Boys & Girls Clubs were willing to leap into such an exciting and unique endeavor with us. We look forward to continuing our partnership with them to create memorable and philanthropic opportunities for the community we serve.”

SARA DURHMAN, DIRECTOR OF COMMUNITY RELATIONS, MALL OF AMERICA



Jayla, Southside Village Club Member

“It is a joy to watch Jayla grow into a confident young person who truly believes that if she works hard and treats people the way she likes to be treated, she will be successful.”

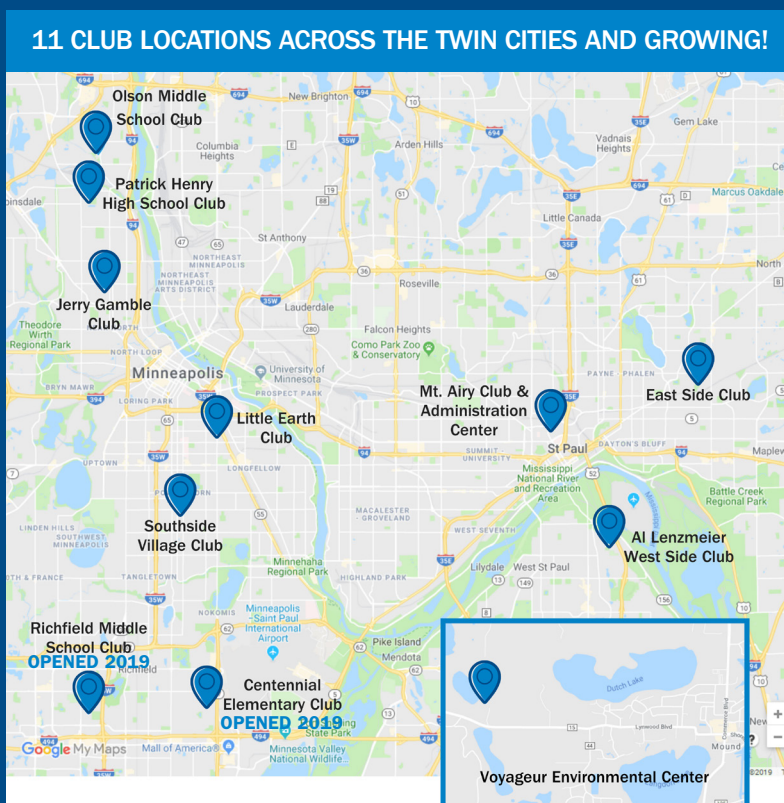
MARK GRAVES, BRANCH DIRECTOR, SOUTHSIDE VILLAGE BOYS & GIRLS CLUB



# BECOME A CORPORATE PARTNER

Strengthen our community by supporting positive youth development opportunities.

Align with the Boys & Girls Clubs brand for valuable marketing benefits.



**Website:**  
[boysandgirls.org](http://boysandgirls.org)



**E Newsletter:**  
[boysandgirls.org/newsletter](http://boysandgirls.org/newsletter)



**Facebook:**  
[boysandgirlsclubsTC](https://www.facebook.com/boysandgirlsclubsTC)



**Twitter:**  
[bgctc1](https://twitter.com/bgctc1)



**YouTube:**  
Boys & Girls Clubs  
of the Twin Cities



**Instagram:**  
[boysandgirlsclubstc](https://www.instagram.com/boysandgirlsclubstc)



**LinkedIn:**  
Boys & Girls Clubs  
of the Twin Cities



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