



BOYS & GIRLS CLUBS  
OF SAN DIEGUITO

# MAD AS A HATTER YOUTH OF THE YEAR CELEBRATION

## Sponsorship Opportunities

### Presenting Sponsor (One Available) \$20,000

- ◆ Presenting sponsor recognition on signage, marketing materials, event publicity and promotion
- ◆ Title sponsor recognition on signage, marketing materials, event publicity and promotion
- ◆ Name/logo on pre-event marketing materials including email blast (targeted list reaching over 1,000 emails throughout San Diego County), a monthly e-newsletter (sent to over 15,000 emails), FB/Twitter/Instagram social media posts, signage and possible mentions on pre-event media
- ◆ Name/logo as Presenting Sponsor on mail and email event invites
- ◆ Full page (8 1/2x11)/color ad in event program with premium positioning
- ◆ Three dedicated social media posts recognized as Presenting Sponsor (FB, Twitter, Instagram) Includes a link to your organization/company website
- ◆ Press release identifying you/your company as the presenting sponsor and Youth of the Year supporter
- ◆ Prominently sized logo on event step and repeat (shared with BGC San Dieguito & event logo)
- ◆ A horse race in your organization/company's name and opportunity to crown the winner
- ◆ Opportunity to announce the Youth of the Year Winner at culmination of event
- ◆ Framed photo with all 6 Youth of the Year finalists and Youth of the Year winner
- ◆ Name/logo on BGC San Dieguito website for one year with recognition as the 2022 Presenting Sponsor
- ◆ Two premium tables (20 tickets total) at the event

### Bid Card Sponsor (Two Available) \$10,000 each

- ◆ Bid Card sponsor recognition on signage, marketing materials, event publicity and promotion
- ◆ Recognition as Bid Card sponsor throughout the silent auction portion of the event program
- ◆ Name/logo on pre-event marketing materials including an email blast (targeted list reaching over 1,000 emails throughout San Diego County), a monthly e-newsletter (sent to over 15,000 emails), Facebook/Twitter/social media posts, signage and possible mentions on pre-event media
- ◆ Half page (4 1/4x 11)full color ad in event program
- ◆ Two dedicated social media posts recognized as Entertainment Sponsor (FB, Twitter, Instagram) Includes a link to your organization/company website
- ◆ Name/logo on BGC San Dieguito website for one year with recognition as a 2022 Premier Sponsor
- ◆ Opportunity to donate a giveaway item with logo (amount TBD)
- ◆ One premium table (10 tickets total) at the event

### **ENTERTAINMENT SPONSOR (One Available) \$7,500**

- ◆ Name/Logo recognition as Entertainment Sponsor on signage, marketing materials, event publicity and promotion
- ◆ Recognition as Premier Sponsor during event
- ◆ Name/logo on marketing email blasts (targeted list reaching over 1,000 emails throughout San Diego County), a monthly e-newsletter (sent to over 15,000 emails), Facebook/Twitter/social media posts with 1 dedicated social media post recognized as Entertainment Sponsor (FB, Twitter, Instagram)  
Includes a link to your organization/company website
- ◆ Half page (4 1/2 x 5 1/2) black & white ad in event program
- ◆ Name/logo on BGC San Dieguito website for one year with recognition as 2022 Entertainment Sponsor
- ◆ Opportunity to donate a giveaway item with logo for swag bag
- ◆ Framed photo with the band and Youth
- ◆ One table (10 tickets total) at event

### **YOUTH OF THE YEAR SPONSOR (Six Available) \$5,000 each**

- ◆ Name/Logo recognition as a Youth of the Year Sponsor on signage, marketing materials, event publicity and promotion
- ◆ Recognition as Youth of the Year sponsor during program
- ◆ Name/logo on event marketing materials including an email blast (targeted list reaching over 1,000 emails throughout San Diego County), a monthly e-newsletter (sent to over 15,000 emails) and possible mentions on pre-event media
- ◆ Name/logo on half page (4 1/2 x 5 1/2) black & white photo of Sponsored Youth of the Year
- ◆ Name/logo on BGC San Dieguito website for one year with recognition as a 2022 Youth of the Year Sponsor
- ◆ Opportunity to donate a giveaway item with logo for swag bag
- ◆ Framed photo with your Sponsored Youth
- ◆ One table (10 tickets total) at the event

### **SILENT AUCTION SPONSOR (Multiple Available) \$3,000**

- ◆ Name/Logo recognition as a Silent Auction Sponsor on auction bid sheets
- ◆ Recognition as Silent Auction sponsor during silent auction/cocktail portion of event
- ◆ Name/logo on event marketing materials including an email blast (targeted list reaching over 1,000 emails throughout San Diego County), a monthly e-newsletter (sent to over 15,000 emails)
- ◆ Name/logo on BGC San Dieguito website for one year as a 2022 Auction Sponsor
- ◆ Opportunity to donate a giveaway item with logo for swag bag
- ◆ 10 tickets to event

### **DÉCOR SPONSOR (Two Available) \$2,000**

- ◆ Name/Logo recognition as a Decor Sponsor around the event and in marketing and promotion
- ◆ Recognition as Decor Sponsor during silent auction/cocktail portion of the event
- ◆ Name/logo on BGC San Dieguito website for one year as a 2022 Décor Sponsor
- ◆ Opportunity to donate a giveaway item with logo for swag bag
- ◆ 5 tickets to event