

Whatever It Takes To Build Great Futures



BOYS & GIRLS CLUBS
OF CENTRAL MINNESOTA

SUMMER BENEFIT SPONSORSHIP OPPORTUNITIES

www.bgcmn.org/get-involved



**BOYS & GIRLS CLUBS
OF CENTRAL MINNESOTA**

OUR CLUBS

5,000
YOUTH SERVED

5
TRADITIONAL CLUBS

13
11 KIDSTOPs
1 KIDSTART
1 OUTREACH

83,200
MEALS SERVED
131,000 SNACKS

SOCIAL MEDIA

329,000+
ANNUAL FACEBOOK
REACH

25,000+
WEBSITE VISITS
ANNUALLY

104,000+
ANNUAL TWITTER
REACH

13,500+
EMAIL
SUBSCRIPTIONS

**SUPPORT +
OUTREACH**

44
PARTNERS FOR
THE FUTURE

100
VOLUNTEERS
ANNUALLY

21
BOARD MEMBERS

49
BOARD OF
TRUSTEES

OUTCOMES

**ACADEMIC
SUCCESS**

93% of Club youth say staff encourage them to do their best; 71% participated in career programs

**GOOD
CHARACTER &
LEADERSHIP**

78% have leadership opportunities at the Club; 88% feel a sense of belonging

**HEALTHY
LIFESTYLES**

78% learned to make smart, healthy food choices; 89% have a Club staff they can trust

Summer Benefit Advertising Reach 2024

FACEBOOK & INSTAGRAM:

20 posts & 12 posts boosted with the following results:

- 75,851 reach
- 5,229 engagement
- 275,116 impressions
- 58 shares
- 8 comments
- 1044 likes (reactions)

LINKEDIN:

8 posts & 3 boosted posts with the following results:

- 202, 238 impressions
- 498 engagements
- 476 (clicks to landing page)
- 20 (social actions)

TWITTER:

- 7 tweets
- 205 impressions
- 32 engagement

WEBSITE TRAFFIC:

- 1,169 event counts
- 326 first visit new users

PRINT:

- 3,000 invitations
- 3,000 magnets
- 75 11x17 sponsor posters
- 500 sponsor cards at the event

EMAIL:

6 Summer Benefit emails sent to 13,500 subscribers

RADIO:

30-second radio ads aired 56 times starting in July on all 5 Leighton Media stations (KCLD, WILD Country, LITE 99.9, KNSI, and ZROCK)

30-second radio ads aired 44 times on Gabriel Media Spirit 92.9, and 45 times on K-YES

TOTAL AIRS: 369

DIGITAL ADS:

Placed for 3 weeks on Lamar's digital billboard on 33rd & Division



BOYS & GIRLS CLUBS
OF CENTRAL MINNESOTA

SUMMER BENEFIT PREMIER SPONSOR - \$20,000

Includes 50 tickets to the Summer Benefit

DAY OF EVENT MARKETING

- Company logo on stand up banner displayed as Premier sponsor
- Company logo as Premier sponsor on event program
- Company logo as Premier sponsor displayed on table tents
- Company logo as Premier sponsor on screens

PRE-EVENT MARKETING

- Social media sponsor tool kit sent in June, designed to help sponsors share about the event
- Company logo as Premier sponsor on 3,000 save the date postcards
- Company logo as Premier sponsor on 3,000 invitations
- Company logo as Premier sponsor on 2,000 reminder postcards
- Radio spots with mention of your name as a sponsor played 14 days before event
- Company logo as Premier sponsor on our website, Facebook, Twitter, Instagram, LinkedIn and email marketing 11,000+ families, with boosts
- Company logo as Premier sponsor on posters displayed at all Club & KIDSTOP locations
- Opportunity to create a sponsor video to be shared on social media

POST-EVENT MARKETING

Facebook, Twitter, Instagram, LinkedIn & email thank you post with your logo



BOYS & GIRLS CLUBS
OF CENTRAL MINNESOTA

*As a premier sponsor, \$18,750 is
tax-deductible.*

SUMMER BENEFIT PRESENTING SPONSOR - \$10,000

Includes 34 tickets to the Summer Benefit

DAY OF EVENT MARKETING

- Company logo as Presenting sponsor on stand up banner
- Company logo as Presenting sponsor on event program
- Company logo as Presenting sponsor displayed on table tents
- Company logo as Premier sponsor on screens

PRE-EVENT MARKETING

- Social media sponsor tool kit sent in June, designed to help sponsors share about the event
- Company logo as Presenting sponsor on 3,000 save the date postcards
- Company logo as Presenting sponsor on 3,000 invitations
- Company logo as Presenting sponsor on 2,000 reminder postcards
- Radio spots with mention of your name as a sponsor played 14 days before event
- Company logo as Presenting sponsor on our website, Facebook, Twitter, Instagram, LinkedIn and email marketing 11,000+ families, with boosts
- Company logo as Presenting sponsor on posters displayed at all Club & KIDSTOP locations
- Opportunity to create a sponsor video to be shared on social media

POST-EVENT MARKETING

Facebook, Twitter, Instagram, LinkedIn & email thank you post with your logo



BOYS & GIRLS CLUBS
OF CENTRAL MINNESOTA

*As a presenting sponsor,
\$9,150 is tax-deductible.*

SUMMER BENEFIT EVENT SPONSOR - \$5,000

Includes 24 tickets to the Summer Benefit

DAY OF EVENT MARKETING

- Company logo as Event sponsor on stand up banner
- Company logo as Event sponsor on event program
- Company logo as Event sponsor displayed on table tents
- Company logo as Event sponsor on screens

PRE-EVENT MARKETING

- Social media sponsor tool kit sent in June, designed to help sponsors share about the event
- Company logo as Event sponsor on 3,000 save the date postcards
- Company logo as Event sponsor on 3,000 invitations
- Company logo as Event sponsor on 2,000 reminder postcards
- Radio spots with mention of your name as a sponsor played 14 days before event
- Company logo as Event sponsor on our website, Facebook, Twitter, Instagram, LinkedIn and email marketing 11,000+ families, with boosts
- Company logo as Event sponsor on posters displayed at all Club & KIDSTOP locations
- Opportunity to create a sponsor video to be shared on social media

POST-EVENT MARKETING

Facebook, Twitter, Instagram, LinkedIn & email thank you post with your logo



BOYS & GIRLS CLUBS
OF CENTRAL MINNESOTA

*As an event sponsor,
\$4,400 is tax-deductible.*

SUMMER BENEFIT CORPORATE SPONSOR - \$1,500

Includes 14 tickets to the Summer Benefit

DAY OF EVENT MARKETING

- Company logo as Corporate sponsor on event programs
- Company logo as Corporate sponsor displayed on table tents
- Company logo as Corporate sponsor on screens

PRE-EVENT MARKETING

- Social media sponsor tool kit sent in June, designed to help sponsors share about the event
- Company logo as Corporate sponsor on 3,000 invitations
- Radio spots with mention of your name as a sponsor played 14 days before event
- Company logo as Corporate sponsor on our website, Facebook, Twitter, Instagram, LinkedIn and email marketing 11,000+ families, with boosts
- Company logo as Corporate sponsor on posters displayed at all Club & KIDSTOP locations

POST-EVENT MARKETING

Facebook, Twitter, Instagram, LinkedIn & email thank you post with your logo



BOYS & GIRLS CLUBS
OF CENTRAL MINNESOTA

*As a corporate sponsor,
\$1,150 is tax-deductible.*