



Los Angeles County Alliance  
for  
**BOYS & GIRLS CLUBS**

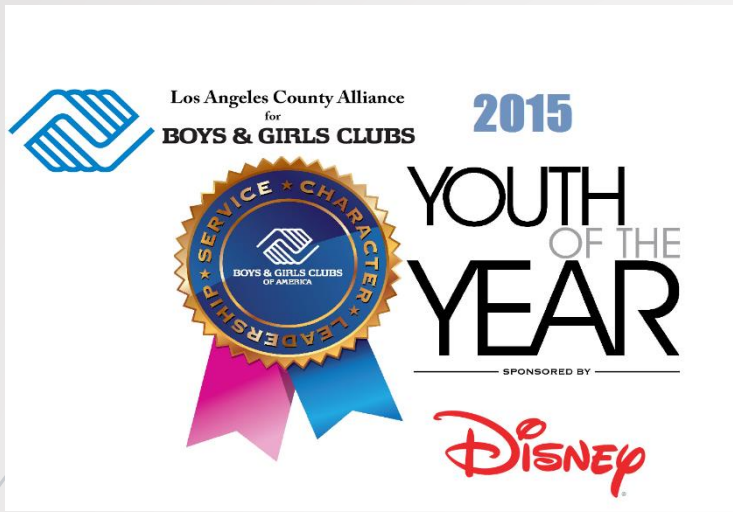
**2015**



# YOUTH OF THE YEAR

SPONSORED BY





- Who** - Youth of the Year, Club Members, Celebrities, VIP's
- What** - Celebratory Event 90 Minute Program
- When** - Wednesday March 2015 (tentative)
- Where** - El Capitan Theater (tentative)

# YOUTH OF THE YEAR

*BGCA's premier recognition program for Club members*

Established in 1947, **Youth of the Year** is BGCA's premier recognition program for Club members, **promoting service** to Club, community and family; academic success; strong moral character; life goals; and poise and public speaking ability.

**Local Clubs recognize members ages 14 to 18** as Youth of the Month winners and select a Youth of the Year, who then participates in state competitions. State winners each receive a \$1,000 scholarship and participate in regional competitions. Five regional winners each receive a \$10,000 scholarship and compete on the national level. The **National Youth of the Year** receives up to an additional \$50,000 scholarship and is installed by the President of the United States.



Disney



# YOUTH OF THE YEAR







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**Disney**

**Location**





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# Celebrity Speakers







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# Reception & Booths



2015  
Youth of the Year  
Awards  
Sponsorship and Participation

*Presented by*





# SPONSOR OPPORTUNITIES

**\$10,000 - Corporate sponsored luncheon for 26 nominees**

## **Additional**

- VIP Reception Sponsor
- Movie Sponsor
- Dinner Sponsor

**\$ 5,000 - Courtesy parking for event (acknowledged program, signage)**

**\$ 2,500 - 26 Duffle bags for the Nominees with your logo**

**\$ 1,500 - Donation for Scholarship in Your Name**

- Parking Sponsor
- Printing Sponsor



**\$27,000**

## **“CLUB GIFTING SPONSOR”**

- ❖ **Recognition in Pre-Post press release**
- ❖ **Logo recognition on March event signage and promotional materials (website, newsletter, program, invite)**
- ❖ **Will provide spokesperson as a resource for some Media Promotions (Radio, Interviews, TV, Blogs, etc.)**
- ❖ **Reserved seating for 6 representatives**





**\$50,000**

## **“SCHOLARSHIP SPONSOR”**

- ❖ **Most prominent logo with link recognition with all logos associated with the event**
- ❖ **Recognition in Pre-Post press release and post press release**
- ❖ **Opportunity for one company representatives to serve on initial/final scholarship judge panel**
- ❖ **Reserved seating for 10 representatives**





# **\$75,000**

## **“FEATURE SPONSOR”**

- ❖ **Most prominent logo with link recognition with all logos associated with the event**
- ❖ **Brand placement at YOY event along transition routed at the event throughout the evening**
- ❖ **Logo recognition on March event signage and promotional materials (website, newsletter, program, invite)**
- ❖ **Recognition in Pre-Post press release and post press release**
- ❖ **Opportunity for one company representative to serve on initial/final scholarship judge panel**
- ❖ **Reserved seating for 10 representatives**







# **\$100,000 SPONSOR**

- ❖ **BANNER DISPLAY**
- ❖ **EVENT COLLATERAL**
- ❖ **VIP ACCESS/RECEPTION**
- ❖ **STAGE OPPORTUNITY TO INTRODUCE  
OUTSTANDING YOUTH**
- ❖ **SERVE AS A JUDGE IN THE SCHOLARSHIP  
PROGRAM**
- ❖ **OPPORTUNITY TO PARTICIPATE IN  
SPEAKERS BUREAU**
- ❖ **And more.....**



**\$150,000**

**“PRESENTING SPONSOR”**

- ❖ COMPANY PRESENTATION
- ❖ SPEAKER
- ❖ EVENT PROGRAM
- ❖ FEATURED @ KICK OFF EVENT
- ❖ MEDIA PARTNER PARTICIPANT
- ❖ SOCIAL MEDIA
- ❖ LOGO ON ALLIANCE WEB SITE/ARTICLE WHY BGCA
- ❖ E-BLAST/NEWSLETTERS
- ❖ BANNER DISPLAY
- ❖ EVENT COLLATERAL
- ❖ VIP ACCESS/RECEPTION
- ❖ OPPORTUNITY TO COBRAND THROUGH MEDIA
- ❖ OPPORTUNITY TO PARTICIPATE IN SPEAKERS BUREAU
- ❖ And more.....







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**Contact us for all sponsorship options and availability.**

**We have something made especially for your Company and Budget**

Contact: Mary E. Hewitt  
Executive Director  
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Tel 310 303-2869  
[www.BeGreatLA.org](http://www.BeGreatLA.org)

