

2024 YOUTH OF THE YEAR

NOV. 8, 2024 | COCA-COLA ROXY - THE BATTERY | 6:30 - 10:30 PM



BOYS & GIRLS CLUBS
OF METRO ATLANTA

YOUTH OF THE YEAR (YOY) is the premier leadership program for Boys & Girls Clubs members ages 14-18. Each year, thousands of Club members participate in local, state, and regional YOY events, with hopes of advancing to the National Youth of the Year Celebration.

At Boys & Girls Clubs of Metro Atlanta (BGCMA)'s Youth of the Year Gala, we honor exceptional teens who reflect our mission and rich legacy of impact. Each of our 20+ Clubs selects one standout member who demonstrates academic excellence, leadership, and community service. These teens are celebrated at our YOY Gala, where one is named BGCMA's Youth of the Year—the highest honor a Club member can achieve.



“

I WANT TO POSITIVELY IMPACT THE WORLD BY PROVIDING SUPPORT TO THOSE WHO FEEL UNHEARD AND MAKE GREAT CHANGES THAT WILL BENEFIT THE MASSES.”

~Jaden T. | 2023-2024 BGCMA Youth of the Year, Georgia YOY Runner Up

PRESENTING SPONSOR - \$50,000

SOLD

VISIONARY MEDIA SPONSOR - \$40,000

- Rights to create content from Blue Carpet (ex: interviews with YOY candidates)
- Logo featured on 1 video promo during Youth of the Year Gala
- Logo recognition on YOY event page and www.bgcma.org
- Logo recognition in pre- and post-event emails
- Logo recognition on event collateral
- Social media partner feature (5,000+ BGCMA followers across platforms)
- 2 tables (8 guests each) at Youth of the Year Gala



EMPOWERING FUTURE LEADERS
Legacy of IMPACT

To learn more about Youth of the Year Sponsorship opportunities, please contact Tanya Watkins at twatkins@bgcma.org or 470-443-3571.

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ARTS & INNOVATION SPONSOR - \$40,000



- Exclusive recognition as Arts & Innovation Sponsor on all event collateral
- Exclusive sponsor recognition on all arts-focused spaces at event
- Logo recognition on YOY event page and www.bgcma.org
- Logo recognition in pre- and post-event emails
- Social media partner feature (5,000+ BGCMA followers across platforms)
- 2 tables (8 guests each) at Youth of the Year Gala

PRELIMINARIES CELEBRATION SPONSOR - \$25,000

- Exclusive sponsor recognition at YOY Preliminary Celebration (Oct. 26)
- Exclusive sponsor recognition on Preliminaries Celebration collateral
- Logo recognition on Youth of the Year event page and www.bgcma.org
- Logo recognition in pre- and post-event emails for Preliminaries and YOY Gala
- Social media partner feature (5,000+ BGCMA followers across platforms)
- 2 tables (8 guests each) at YOY Gala



INNOVATOR SPONSOR - \$25,000



- Logo recognition on YOY event page and www.bgcma.org
- Logo recognition in pre- and post-event emails
- Logo recognition on event collateral
- Opportunity for exclusive sponsor recognition for 1 program element: musical performance or YOY journey video
- Social media partner feature (5,000+ BGCMA followers across platforms)
- 2 tables (8 guests each) at YOY Gala

BLUE CARPET SPONSOR - \$15,000

- Sponsor recognition on "Blue Carpet" step & repeat
- Logo recognition on YOY event page and www.bgcma.org
- Logo recognition in pre- and post-event emails
- Logo recognition on event collateral
- Social media partner feature (5,000+ BGCMA followers across platforms)
- 1 table (8 guests) at Youth of the Year Gala



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CHAMPION SPONSOR - \$10,000

- Logo recognition on YOY event page and bgcma.org
- Logo recognition in pre- and post-event emails
- Logo recognition on event collateral
- Social media partner feature (5,000+ BGCMA followers)
- 1 table (8 guests) at Youth of the Year Gala



YOY CANDIDATE SPONSOR - \$10,000

- Logo recognition on YOY event page and bgcma.org
- Logo recognition in pre- and post-event emails
- Logo recognition on event collateral
- Social media partner feature (5,000+ BGCMA followers)
- Sponsor agrees to donate table back to BGCMA

ADVOCATE SPONSOR - \$5,000

- Logo recognition on YOY event page and bgcma.org
- Logo recognition in pre- and post-event emails
- Logo recognition on event collateral
- Social media partner feature (5,000+ BGCMA followers)
- (1/2) Table (4 guests) at Youth of the Year Gala

HOST SPONSOR - \$2,500

- Logo recognition on YOY event page and bgcma.org
- Recognition in pre-and post-event emails
- 2 guests at Youth of the Year Gala

BGCMA SPONSOR - \$1,000

- Logo recognition on Youth of the Year (YOY) event page and www.bgcma.org

BGCMA SUPPORTER - \$500

- Logo recognition on Youth of the Year (YOY) event page and www.bgcma.org

“

SINCE THE AGE OF 6, THE CLUB HAS BEEN SHAPING ME TO BE THE PERSON I AM TODAY. WITH SUPPORT OF FAMILY AND FRIENDS, CONSTANT IMPROVEMENT, AND INVOLVEMENT IN PROGRAMS SUCH AS YOUTH OF THE YEAR, I AM BECOMING THE BEST VERSION OF MYSELF.”

~Jonas C. | 2023-2024
BGCMA YOY Runner-Up



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REGISTRATION INFORMATION

Sponsor's Name (as you wish to be acknowledged): _____

Individual Corporation

Contact Name (if different than Sponsor name): _____

Email Address: _____ Daytime Phone: _____

Marketing Contact Name (for logos and program ads): _____

Email Address: _____ Daytime Phone: _____

Mailing Address: _____

SPONSORSHIP LEVEL(S)

- Arts & Innovation Sponsor \$40,000
- Visionary Media Sponsor \$40,000
- Preliminaries Sponsor \$25,000
- Innovator Sponsor \$25,000
- Blue Carpet Sponsor \$15,000
- Champion Sponsor \$10,000
- YOY Candidate Sponsor \$10,000
- Advocate Sponsor \$5,000
- Host Sponsor \$2,500
- BGCMA Sponsor \$1,000
- BGCMA Supporter \$500

PAYMENT INFORMATION

- Check Enclosed
- Please send me an invoice
- Please contact me to pay via credit card

**Return completed form by October 1, 2024
to Tanya Watkins at twatkins@bgcma.org**

Or return via mail to:
Boys & Girls Clubs of Metro Atlanta
Attn: Tanya Watkins
2880 Dresden Dr.
Chamblee, GA 30341

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