



2022 Corporate Partnerships



CREATING PATHWAYS TO SUCCESS



Since 2007, Boys & Girls Clubs of Lincoln/Lancaster County has been providing safe, fun, and nurturing environments for more than 17,000 kids and teens during out-of-school hours. Dedicated staff at Park Middle School and North Star High School provide activities and support to over 500 young

people annually from sixth grade through high school graduation. Club sites are placed in targeted neighborhoods where the need is greatest.

Boys & Girls Clubs of Lincoln/Lancaster County 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 Lincoln 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.

"These Clubs can empower youth to reach their full potential and succeed beyond their dreams. We challenge ourselves and our employees daily to reach our full potential and know the value of that, both personally and professionally."

Kingery Construction, 2021 Diamond Leadership Sponsor

INVEST IN OUR FUTURE LEADERS

Over the past 15 years the community has changed considerably, and we have adapted to meet the ever-changing needs of our community's 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
- 81% expect to complete post-secondary education

GOOD CHARACTER & LEADERSHIP



- 82% of kids say they have done something to help others in their community
- 94% of members say that if something is hard, they keep working at it

HEALTHY LIFESTYLES



- 54% of members age 9 and older report getting at least one hour of physical activity five or more days per week
- Over 9,000 healthy meals and snacks are served at the Clubs annually

WORKFORCE DEVELOPMENT

One of the biggest challenges facing Nebraska is the lack of a skilled and ready workforce. Pre-COVID, more than 40,000 jobs were left unfilled. When kids spend nearly 80% of their time outside of school, out-of-school time is an ideal time to meet the needs of youth, employers and communities alike. Our workforce readiness framework prepares youth for their future through three verticals: job skills and career readiness, entrepreneurship, and S.T.E.A.M. Here's how!

Essential Skill Development

Ages 11-18

Formal and informal learning experiences

Career Exploration

Ages 11-18

Diverse, career-focused activities and experiences

Employability Skills & Certification

Ages 13-18

First job readiness and job-specific training

Work-Based Learning

Ages 16-18

Substantial, real-world experience

OUR WORKFORCE READINESS FRAMEWORK

Self Discovery:

Helping teens build self-awareness and a desire to serve others

Exploring Community:

Job skills, career exploration, youth voice, and service to Club and community

Making a Plan:

Strengthening job skills, defining career path, and elevating youth voice

CORPORATE SPONSORSHIPS

BOYS & GIRLS CLUB IN A BOX

Want to support Club kids in real time? You can sponsor BGC in a Box! Club kids have spent the last two years in limbo. Some kids can't attend Club because they live with a high-risk family member. Schools have been closed due to safety precautions and staffing shortages.

To ensure our kids and families never experience a gap in service, we created these boxes full of , food, and fun activities so that kids can take the Club experience home. Contact us for more information!



INDIVIDUAL EVENTS

Boys & Girls Club welcomes all levels of corporate sponsors at our FUNdraisers throughout the year! Sponsorships include tickets for your staff to join the fun and be a part of your company's footprint in the community.



FRIENDS OF THE CLUB

Become an official Friend of the Club and join us as a year-round corporate partner! You'll receive exclusive recognition at all our premier events—from annual fundraisers to other community engagement 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.

CASINO NIGHT 2022

Friday, April 22

Casino Night brings Lincoln together to raise awareness and funds for Boys & Girls Clubs of Lincoln/Lancaster County. Delicious food, drinks, and casino games keep this party going long into the night!



SPONSORSHIPS

	\$2,500 Advocate for Education	\$1,000 Warrior for Wellbeing	\$1,000 Photo Booth Sponsor	\$500 Logo Sponsor
Event tickets	14	10	10	4
Play chips for each ticket	\$2,500	\$2,000	\$2,000	\$2,000
Logo on event marketing materials	X	X	This level includes your company's name on all photos generated at the photo booth, company name and logo included in emails sent to photo participants, and a sign with company name and logo at photo booth.	X
Double Door Prize Drawing tickets	X	X		
Sign with company name and logo on gaming table	X	X		
Logo recognition on BGC social media	X	X		
Logo on BGC's website and linked to your website	X	X		
Casino dealer branding with your logo	X			
Two live DJ shout-outs during event	X			
2 drink tickets per person	X			

15-YEAR CELEBRATION

Friday, November 18



The 15-year anniversary for Boys & Girls Clubs of Lincoln/Lancaster is this year! We're going to finish 2022 off with a bang as we celebrate with supporters of the Club.

SPONSORSHIPS	\$5,000 Presenting Sponsor	\$2,500 Advocate for Education	\$1,200 Warrior for Wellbeing	\$500 Logo Sponsor
# of tables at the event	2	1	1	
Logo on event marketing materials	X	X	X	X
Logo on BGC's website and linked to your website	X	X	X	X
Company logo on event slides	X	X	X	
Recognition on BGC social media	X	X		
Logo in BGC's annual newsletter	X	X		
Two live shout-outs during event	X			
Presenting sponsor recognition	X			

YEAR-ROUND RECOGNITION



\$20,000

PREMIER SPONSOR

As a Premier Sponsor, you support the Club year-round at all our special events, and your company receives the most recognition. Your sponsorship supports programs for over 500 youth annually and includes:

- \$5,000 sponsorship at Casino Night
- \$5,000 sponsorship at 15-Year Celebration
- \$5,000 donation toward BGC's Impact Fund
- \$5,000 toward summer programs
- Access to BGC audiences and collaboration with Marketing Director to drive customers to your business

\$10,000

DIAMOND LEADERSHIP SPONSOR

The Diamond Leadership Sponsorship package includes:

- \$2,500 sponsorship at Casino Night
- \$2,500 sponsorship at 15-Year Celebration
- \$2,500 donation toward BGC's Impact Fund
- \$2,500 toward summer programs
- Access to BGC audiences and collaboration with Marketing Director to drive customers to your business

\$5,000

PLATINUM PARTNER SPONSOR

The Platinum Partner Sponsorship includes:

- \$1,000 sponsorship at Casino Night
- \$1,200 sponsorship at 15-Year Celebration
- \$2,000 donation toward BGC's Impact Fund
- \$800 toward summer programs

\$2,500

GOLD PROGRAM SPONSOR

The Gold Program Sponsorship includes:

- \$1,000 sponsorship at Casino Night
- \$1,200 sponsorship at 15-Year Celebration
- \$300 donation toward BGC's Impact Fund

YEAR-ROUND RECOGNITION

Additional Benefits

SPONSORSHIPS	\$20,000 Premier Sponsor	\$10,000 Leadership Sponsor	\$5,000 Platinum Partner Sponsor	\$2,500 Gold Program Sponsor
Logo printed in BGC's annual newsletter	X	X	X	X
Logo on BGC's website and linked to your website	X	X	X	X
Invitation to all BGC events	X	X	X	X
Logo on all special events marketing	X	X	X	X
Social media and digital recognition	X	X	X	X
Invitation to be a guest speaker	X	X	X	
Business name listed as partner in school and parent publications	X	X	X	
Collaboration with BGC Marketing Director	X	X		
Presenting sponsor recognition	X	X		
Print media recognition	X	X		
Name/logo on event-specific sponsor-provided item	X			
Feature story in BGC newsletter	X			
Recognition at gathering with Executive Director	X			



ARE YOU READY TO MAKE A DIFFERENCE?

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