

50 Years
ANNIVERSARY



PROGRAMMING EVENT PARTNERSHIPS



(775) 331-KIDS | BGCTM.org

Updated 11/2025

Fun With a Purpose

The Boys & Girls Club of Truckee Meadows (BGCTM) is the leading non-profit youth organization in northern Nevada, celebrating 50 years of service. By partnering with the Boys & Girls Club, you are helping us achieve our mission of serving the youth in our community who need us most.

A vital resource we use to attract youth ages 5-18 to our Club is the promise of fun and creative programming throughout the year. As you will notice, the events in this booklet are centered around creating a fun experience for Club members. But at BGCTM, our fun comes with strategic and intentional programming. As youth participate in these events, they are learning life skills, building character, developing leadership skills, and growing into our community's future leaders.

This kind of impactful programming has made BGCTM what it is today and is only possible with help from our community partners. While partnering with the Boys & Girls Club undoubtedly helps the youth in the community thrive, it can also help you. By partnering with us to reach our mission, we can bring your business more exposure in the community and help you enhance your company's status through our respected voice.

An added benefit of a Boys & Girls Club partnership is providing your staff/team with the chance to volunteer. Research has proven that employees who engage in volunteer efforts with one another can show an increase in productivity improvement in perspective and can exhibit more ethical behavior. Plus, it's fun!

The events in this booklet all have the potential to provide marketing for your brand, exposure to a large audience and a unique opportunity to build trust between your brand and our community. All while simultaneously supporting kids in Reno, Sparks, Fernley, Ely, Tonopah, and Lovelock.

Great Futures Start Here, because of sponsors like you.

In addition to the various brand opportunities which are associated with each event, partnering with the Boys & Girls Club of Truckee Meadows will provide exposure through the following vehicles of communication:

- Exposure to 25,000+ local email subscribers
- Newsletters and other marketing collateral
- Social media support with 25,000 average monthly impressions.
- Promotions at various sites around northern Nevada
- Engagement opportunities with nearly 14,500 Club members and their families
- Visibility as a partner of a highly respected organization serving Reno/Sparks/Fernley/Ely/Tonopah for 50+ years

For more sponsorship information and to secure your partnership, contact Colie Glenn, Chief Development Officer at clgenn@bgctm.org or 775-360-2444.

Sponsor a Classroom

EVENT DATE
2026

**COLLATERAL
DUE DATE**
One month prior

PROJECT DESCRIPTION

Room sponsorships are available throughout our five Clubhouse locations. By sponsoring a room at a BGCTM facility, you help provide the foundation for us to enable our Members to reach their full potential. Classrooms at the Boys & Girls Club of Truckee Meadows are used to teach Art, STEM, Sports & Fitness, Games & Creative Play, Computers & Tech Resources, and Special Interest Clubs.

LIFETIME SPONSORSHIP OPPORTUNITIES:

Standard Classroom
\$25,000

STEM Classroom
\$50,000

Currently, multiple Standard Classrooms and one (1) STEM Classroom are available for sponsorship at the Mater Accademy.

CLASSROOM USES

Classrooms at the Boys & Girls Club of Truckee Meadows are used to teach specialized programs to youth during Before & After School programs, Summer & Winter Break programs, and more.



Sponsor a Classroom at an ELC

PROJECT DESCRIPTION

Early Learning Centers (ELCs) provide quality child care and education for children ages six weeks through Pre K. Sponsorships are available throughout our six existing ELCs, across Reno and Sparks and at our rural ELC locations in Ely, Winnemucca and soon-to-be Fernley and Eureka. By sponsoring a room at an ELC facility, you help provide the foundation for us to enable our youth to reach their full potential.

EVENT DATE

2026

COLLATERAL DUE DATE

One month prior

LIFETIME SPONSORSHIP OPPORTUNITIES RANGE FROM \$20,000 - \$100,000:

CLASSROOM USES

Classrooms at Early Learning Centers are used to teach curriculum based on a learning plan for meeting the emotional, physical, social and cognitive needs of children. This is done by using developmentally appropriate practices in a supportive and nurturing environment.



Shuttle Wraps

EVENT DATE
2026

**COLLATERAL
DUE DATE**

One month prior

PROJECT DESCRIPTION

The Boys & Girls Club vehicles cover a lot of ground 247 days a year. We are offering the opportunity to brand our vans, buses and shuttles! This is a stellar way to show your audience you are a cause-driven business, one that cares about their community. Logos look great on our vehicles for three years and so we sell this opportunity in three-year agreements only. You will have first right of refusal if you would like to renew for another two years with the same or a new message. Every vehicle is a little different, so we will work with you to see what will be best for your company.

BRANDING OPPORTUNITIES (FIVE AVAILABLE)

- Three-year contract
- Company logo+ message on one BGCTM vehicle
- Logo and messaging to appear on back panel only
- Size varies per vehicle

PARTNERSHIP COST:
\$5,000/THREE YEARS

TARGET POPULATION

Our target population for this sponsorship is Club visitors, kids, parents, the community, volunteers, staff and anyone at a stop light!



School Buses

EVENT DATE
2025

**COLLATERAL
DUE DATE**

One month prior

PROJECT DESCRIPTION

The Boys & Girls Club acquired three 71-passenger buses in 2022. Sponsoring a bus is a stellar way to show your audience that you are a cause-driven business, one who cares about their community.

Logos look great on our vehicles for two years, so we only sell this opportunity in two-year agreements. You will have the first right of refusal if you'd like to renew for another two years with the same or a new message. We will work with you to see what will be best for your company. Vehicle size varies for each sponsorship opportunity.

SCHOOL BUS SPONSORSHIP (TWO BUSES AVAILABLE)

- Three-year contract
- Company logo+ message on one BGCTM vehicle
- Logo and messaging to appear throughout the bus

PARTNERSHIP COST:
\$10,000

SOLD
One to: Nevada
Insurance Agency
until 2028

TARGET POPULATION

Our target population for this sponsorship is Club visitors, kids, parents, the community, volunteers, staff and anyone at a stop light!



Fitness Bus

EVENT DATE
2026

**COLLATERAL
DUE DATE**

One month prior

PROJECT DESCRIPTION

The Fitness Bus is a fantastic sponsorship opportunity to get your brand exposure on a large vehicle, while showing your support of the importance of physical activity for children. The Fitness Bus is fully equipped to host a series of physical activities and “exer-games” to keep kids moving across northern Nevada. You will have first right of refusal if you’d like to renew for another two years with the same or a new message. We will work with you to see what will be best for your company.

MAIN GOAL

Our Fitness Bus will travel around northern Nevada and mimic the activities offered at our larger facilities to our school sites, smaller Clubhouses and rural locations.

BRANDING OPPORTUNITIES BIENNIAL COST (EXCLUSIVE)

- Two-year contract
- Company logo+ message on the BGCTM Fitness Bus
- Logo and messaging to appear throughout the bus
- Size varies per vehicle

PARTNERSHIP COST:
\$7,500

SOLD
Prominence Health
until Jan 2027



STEM Bus

EVENT DATE
2026

**COLLATERAL
DUE DATE**

One month prior

PROJECT DESCRIPTION

Sponsoring the BGCTM Science, Technology, Engineering, & Mathematics (STEM) bus is a stellar way to show your audience you are a cause-driven business, one who cares about STEM education in the community. The STEM Bus will allow us to offer a wide variety of BGCA STEM programs that may not be permanently available at rural and smaller locations. Logos look great on our vehicles for two years and so we sell this opportunity in two-year agreements only. You will have first right of refusal if you'd like to renew for another two years with the same or a new message. We will work with you to see what will be best for your company.

MAIN GOAL

Our STEM Bus will travel around northern Nevada to offer what we have at our larger facilities to our school sites, smaller Clubhouses and rural locations.

BRANDING OPPORTUNITIES (EXCLUSIVE)

- Two-year contract
- Company logo+ message on the BGCTM STEM bus
- Logo and messaging to appear throughout the bus
- Size varies per vehicle

PARTNERSHIP COST:
\$7,500

SOLD

Emerson Commercial & Residential Solutions
until Jan 2027



Meal Vehicles

EVENT DATE
2026

COLLATERAL
DUE DATE

One month prior

PROJECT DESCRIPTION

Partner with the Club on our mission to provide meals to members all throughout the year at multiple BGCTM locations. Sponsor our food truck and get your company logo seen on the streets of our community between the hours of 8AM-5PM.

BRANDING OPPORTUNITIES (TWO AVAILABLE)

- Three-year title sponsorship
- Logos on side and rear of the truck
- Two social media mentions
- Recognition in Club newsletter (digital or print) after event

PARTNERSHIP COST:
\$10,000

VOLUNTEER OPPORTUNITY

Ride along! Join us as we distribute free meals to Club members and the community during the summer, or at clubhouses and school sites during the school program.

TARGET POPULATION

Members and the community at large.

SOLD

One to: American Wealth
until Jan 2027

One Available



Katie's Garden

EVENT DATE
2026

**COLLATERAL
DUE DATE**

One month prior

PROJECT DESCRIPTION

Katie's Garden is a collaborative effort with FARMily, a local organization that teaches children farming and sustainable practices. Located at the Bridge Church near our Pennington Clubhouse on Foster Drive, Katie's Garden is a magical learning space for children. The main focus is teaching children about the importance of sustainable living and co-existing with each other and their environment.

Lifetime Sponsorship

**Name a Bench
(10 available)**

\$1,000

Every garden deserves beautiful places to sit and rest while contemplating the nature around you! These benches will be little havens where little and big helping hands alike will get to sit and rest, ore, and snack!

Compost Central
\$3,000
SOLD
Whole Foods

Building soil is a vital element of the garden while reducing waste. Our compost area will allow us to take in food waste and yard waste like leaves and lawn clippings from the Katie's Garden neighborhood and turn these throw away materials back into prime compost to feed our garden.

Berry Patch
\$5,000

Raspberries, strawberries, blackberries, gooseberries, goji berries; this area has them all! The berry patch is always the highlight of the garden and the favorite place for kids to come, explore, and snack!

**10- 2x12x18
Cedar Raised Beds**
\$8,000

"Bee" connected to nature! This area shows kids the amazing Raised beds make it so that little gardeners have easy access to see all that is going on with their fruits and veggies. These off the ground planters are an essential teaching tool and make gardening easy and fun!



Planned Giving

FreeWill+Boys & Girls Club of Truckee Meadows

Have you considered protecting your future but don't know where to start? The Boys & Girls Club of Truckee Meadows is here to help you. We've partnered with our friends over at FreeWill to give our community free access to an estate planning tool. In case you need a refresher on why creating your will is so important, it can:

- Help you protect your future and the future of your loved ones.
- Ensure you can exercise agency over important decisions in your life.
- Cement your legacy with the Boys & Girls Club of Truckee Meadows, so together, we continue changing the lives of local youth.

FreeWill's online resources remove the costs of estate planning and takes about 20 minutes to complete – it's an easy way to get peace of mind for the future ahead.

You can check
off all of these items
with one simple step:

Create your will at
FreeWill.com/BGCTM
or scan the QR code
below.



Bright Futures Wellness Center

Located at the William N. Pennington Youth & Teen Facility, the Mental Health Center provides a safe, supportive space where youth can access counseling, behavioral health support, and social-emotional programs designed to build resilience and self-confidence. By sponsoring this center, you help ensure that every Club member has access to the mental health resources they need to navigate challenges, develop healthy coping skills, and thrive—inside and outside the Club.

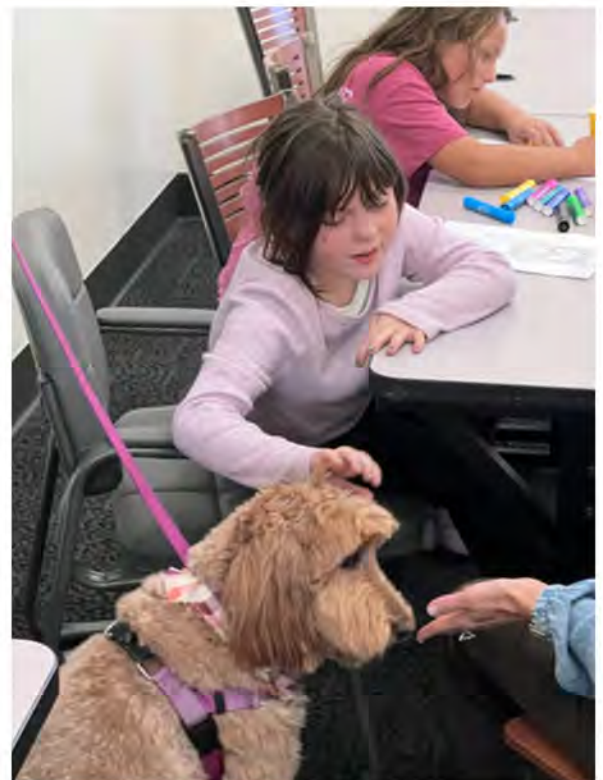
Interested in sponsorship opportunities for the Mental Health Center?

Please contact Colie Glenn,
CGlenn@BGCTM.org



Audience:

Parents and families,
mental health
professionals and
donors/community
partners touring.



Chicken Wing Eating Contest

EVENT DESCRIPTION

The Annual Teen Chicken Wing Competition pits teen members and Club staff from Club sites throughout the area against one another to see who will be crowned the Chicken Wing Eating Champ. This is the best-attended teen event at the Club all year, as more than 100 young people gather together to cheer on their friends and watch the drama unfold. After the feast, enjoy watching a touchdown dance competition.

EVENT DATE

February 6, 2026

COLLATERAL DUE DATE

January 2026

TITLE SPONSOR: \$2,000 (EXCLUSIVE)

- Title sponsorship recognition
- \$2,000 for 1,200 Chicken Wings (600 Mild & 600 Spicy)
- One banner placement at event*
- Logo on winner's trophy
- Logo on 1,000+ event flyers & posters distributed to Boys & Girls Club teen sites in Reno and Sparks
- Three social media mentions
- Recognition in Club newsletter/eblast after the event



TARGET POPULATION

The target population of this event is the Club's teen members from various Club sites within the Truckee Meadows area.

IN-KIND OPPORTUNITIES AVAILABLE

Interested in drinks, appetizers or other in-kind donation? Contact us for a custom package.



Cioppino Feed

EVENT DATE

February 28, 2026

COLLATERAL

DUE DATE

February 1, 2026

EVENT DESCRIPTION

When people think of The Boys & Girls Club of Truckee Meadows... they think of the Jack T. Reviglio Cioppino Feed. It is our largest fundraiser of the year and arguably the largest nonprofit fundraiser in northern Nevada. This exclusive event attracts many of the region's top business men and women. 1,600+ guests will be exposed to your logo, product, or brand on this fun-loving positive night! Don't miss your chance to be a part of something remarkable. Great food, unparalleled auction items, and immense community support.

TARGET

POPULATION

Our target population for this event prominent community businesses and individuals

VOLUNTEER OPPORTUNITY

Get your staff or team involved in this crab crackin' cause! Help set up, organize auction items, cook, manage live auction and more!



Cioppino Feed

SPONSORSHIP DETAILS

\$11,000 – TABLE WINE SPONSOR

(WHITE WINE - \$4,000) (RED WINE \$7,000)

- Sponsor one or both types of table wine
- Logo on event presentation screens
- Primary logo placement on all Cioppino Feed table wine- over 500 bottles
- Three social media mentions
- One press release mention

SOLD
Red- Cal Sierra
White- Columbia
Bank

\$5,000 – \$10,000 AUCTION ITEM UNDERWRITING

- Secure auction items that will raise the most resources
- Receive acknowledgment in the Cioppino Feed program- Above the item description

\$10,000- FOOD SPONSOR

(EXCLUSIVE)

- Prominent recognition as the main food sponsor
- Logo on event presentation screens
- Three social media mentions
- One press release mention

SOLD
Caesars
Entertainment

\$5,000 MAIN BAR SPONSOR

(EXCLUSIVE)

- Provided signage on the bar (main bar the small gym) throughout the event
- Banner placement above the bar
- Mention in eblasts and on social media.

SOLD
Street
Commercial

\$5,000 – INSIDE COVER PROGRAM

(EXCLUSIVE)

- One full-page color ad on inside cover of Cioppino Feed program
- All 1,600 attendees will receive a copy

SOLD
Dan Loose
Pools & Spas

\$5,000 - Staff Shirt Sponsor

(EXCLUSIVE)

- Your logo is placed on the branded shirt all staff and volunteers wear during the event and year-round!

SOLD
McCarthy
Builders

\$5,000- UBER SPONSOR

(EXCLUSIVE)

- Logo on \$10 off coupon for Uber rides
- Logo on event presentation screens
- Three social media mentions
- One press release mention

SOLD
Nevada Mining
Association



*Pending sponsorships receive first right of refusal. Must provide own banner.

Cioppino Feed

SPONSORSHIP DETAILS

\$4,000 – PLACEMAT SPONSOR (EXCLUSIVE)

- Prominent logo on 1,600+ table placemats
- Logo on event presentation screens
- Three social media mentions
- One press release mention

SOLD
American Wealth

\$4,000 – AUCTION PADDLE (EXCLUSIVE)

- Logo on the back of 800+ auction paddles
- Logo on event presentation screens
- Three social media mentions
- One Press release mention

SOLD
Anthem

\$4,000 – PHOTO SPONSOR (EXCLUSIVE)

- Prominent logo on digital photo frame
- Logo on event presentation screens
- Three social media mentions
- One press release mention

SOLD
Metcalf Builders

\$3,000 – APPETIZER SPONSOR (TWO AVAILABLE)

- Host your own food station and hand out your delicious appetizer to 1,600+ Cioppino Guests. OR pay for the Club to host appetizers with your company's banner
- Banner placement in Club Cafe
- Signage by app stations

SOLD
Switch
Reliance NV

\$2,500– VIP AREA SPONSOR (EXCLUSIVE)

- Logo/recognition on provided VIP Area signage
- Banner placement in VIP section

SOLD
Novo Logistics

\$2,000– RAFFLE & PRIZE SPONSOR (EXCLUSIVE)

- Logo on the front of the ticket and coupon/advertisement opportunity on the back of the ticket
- Banner placement above raffle prizes

SOLD
Pinecrest Construction
Well Beyond
Dental
NPCE

\$2,500 - TEEN CENTER/CHECK IN LINE BAR SPONSOR (EXCLUSIVE)

- Provided signage on the Check In bar (in front of the Teen Center)
- Banner placement above the bar*
- One social media mention

SOLD
Eide Bailly

AUCTION ITEM DONOR

- Get your company's items or services in front of 1,600+ people! Donate a mobile or live auction item.
- Contact: events@bgctm.org



Boys & Girls Day Out

EVENT DATE

April 01, 2026

COLLATERAL DUE DATE

February 1, 2026

EVENT DESCRIPTION

Each Spring, BGCTM joins Boys & Girls Clubs throughout the nation to celebrate Boys & Girls Club Week. The highlight of the week is Boys & Girls Nite Out (BGNO). Members from all Club sites are transported to one of our two BGNO locations, the Reynolds Facility on East Ninth Street and the Pennington Facility on Foster Drive. Members spend quality time with community volunteers and together, the groups play carnival games, enjoy carnival-themed snacks and earn tickets to purchase prizes.

VOLUNTEER OPPORTUNITY

Get your staff or team involved in BGDO! This night is not only a great place to market your business, but also a wonderful way to engage your employees in meaningful volunteer-ism in a fun and lively environment.

TARGET POPULATION

Our target population for this event is all members ages 6-12 from all of our 40+ Reno/Sparks locations.



Boys & Girls Club Week (Mar. 30-Apr. 3)

SPONSORSHIP DETAILS

\$6,500 – T-SHIRT SPONSOR

(EXCLUSIVE)

- Sponsor purchase of shirts for the members for the week, and field trips for the year
- Logo on 800+ shirts
- Primary logo placement on all official flyers, and all three e-blasts for the week
- Up to three banner placements at events*
- Company name mentions in all press materials
- Three company sponsorship announcements on social media channels

\$3,500 – TITLE SPONSOR

(EXCLUSIVE)

- Recognition as a Title Sponsor
- Primary logo placement on official flyers, and all three e-blasts
- Up to three banner placements at event*
- Company name mentions in all press materials
- Two company sponsorship announcements on social media channels

\$2,000 – GOLD SPONSOR

(TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- One banner placement at event
- Company name mention in all press materials
- Prominent logo placement on all three e-blasts and event website
- One company sponsorship announcement on social media channels

SOLD
Turner Construction

\$1,250 – SILVER SPONSOR

(FOUR AVAILABLE)

- Company logo placement on all three e-blasts
- Company name mention in all press materials
- One company sponsorship mention on social media channels



Scholarships

YOU CAN CREATE YOUR OWN SCHOLARSHIP FOR BGCTM TEENS!

It is our priority to ensure each teen member has a post-high school plan. That plan can be joining the military, enrolling in a trade or vocational school, going straight into the work force, or college, of course. This is a customizable opportunity and a chance to play a large role in a hard-working teen's future. You name the scholarship, it's conditions, the amount and the duration of the scholarship. Club scholarships can be set for annual giving with a term limit, or an endowed scholarship.

Some of our current scholarships include: Pauline & Robert Helms Scholarship, MaryBeth & Colin Smith Scholarship, Vicky Reviglio Scholarship, Jack T. Reviglio Scholarship, Rita Q. Rogers Scholarship, Dean and Gloria Smith Foundation Scholarship, Hot August Nights Foundation Scholarship, Jack & Betty Stanko Scholarship, John Raffealli Scholarship, Bill & Doris Pearce Memorial Scholarship, John & Karin Jelavich Scholarship, Norm Dianda Scholarship, Semenko Family Scholarship, Ginny & Tony Shanks Scholarship, Thomas Bahan Scholarship, Lud Carrao Scholarship, and the BGCTM Board.

Great Futures Start Here!



We acknowledge our scholarships at our Annual Awards Banquet for an affluent audience of 800+. We also announce on our website, in social media and in newsletters.



Field Trip T-Shirts

EVENT DESCRIPTION

During school breaks, Club members can be seen throughout the community on daily field trips; we are everywhere! Destinations include the Discovery Museum, Lake Tahoe, Truckee River, Wild Island, the movies, and many more local hot spots. These brightly-colored shirts are required apparel for every field trip attendee and are easily identifiable in public settings.

**EXCLUSIVE PARTNERSHIP
COST: \$15,000**

OR

**SHARED PARTNERSHIP WITH
DUAL LOGO PLACEMENT:
\$7,500 EACH**

BRANDING OPPORTUNITIES

- Logo placed on approximately 2,200 field trip t-shirts
- Recognition in Club Newsletter as the exclusive Field Trip T-Shirt sponsor

EVENT DATE

Summer, Fall, Winter
and Spring Breaks

COLLATERAL

DUE DATE

March 15, 2026

TARGET

POPULATION

These t-shirts are distributed to over 2,000 Club members at various sites across northern Nevada and are worn around the community throughout the year.



Kickoff to Summer

RENO

EVENT DATE

April 03 2026

COLLATERAL DUE DATE

March 2026

EVENT DESCRIPTION

Each April the Boys & Girls Club gets ready for summer with the annual Kickoff to Summer event. Kickoff to Summer is a chance for parents to renew memberships and register for all the Club's summertime programming. At the event, parents can attend an orientation, receive free Club memberships, complete paperwork and ask all their Club-related questions. While parents are busy, kids can play games and create projects with Club staff. We even serve a free barbecue lunch for the whole family. It's the perfect way to get kids and families ready for an action-packed summer at the Boys & Girls Club. Kickoff to Summer is held at all five Clubhouses- sponsorship available per location.

TARGET POPULATION

Approximately 2,000 parents and youth throughout the Reno/Sparks community attend this annual event.

Clubhouse locations:

- DWR- 2680 E. Ninth Street
- William N. Pennington- 1300 Foster Dr.
- Lemmon Valley- 325 Patrician Dr.
- Donald L. Carano- 1090 Bresson Ave.
- Neil Road Facility- 3905 Neil Rd.

VOLUNTEER OPPORTUNITY

Kick off summer with fun in the sun! Get your staff or team involved in our Kickoff to Summer! This event is not only a great place to market your business, but also a wonderful way to engage your employees in volunteer-ism in a fun and lively environment. Help serve food, manage traffic or work a BGCTM booth!



Clubhouse Kickoff to Summer - Reno

SPONSORSHIP DETAILS

\$2,500 – TITLE SPONSOR

(EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Up to five banner placements at event*
- Company name mentions in radio advertisements and all press materials
- Primary logo placement in 2,500 official flyers and two e-blasts
- Two company sponsorship announcements on social media channels
- 20' x 20' booth space at event with kid-friendly activities

\$750 – SILVER SPONSOR

(SIX AVAILABLE)

- Company logo placement in two e-blasts
- One banner placement at the event*
- Company name mention in radio advertisement and all press materials
- Company sponsorship mention on social media channels

\$1,250 – GOLD SPONSOR

(TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Up to two banner placements at event*
- Company name mention in radio advertisement and all press materials
- Prominent logo in two e-blasts
- One company sponsorship announcement on social media channels
- 10' x 10' booth space at event – booth must include kid-friendly activities



Spelling Bee

EVENT DATE

April 25, 2026

COLLATERAL DUE DATE

March 1, 2026

EVENT DESCRIPTION

Each Spring, Boys & Girls Club members from Reno, Sparks, Mason Valley, North Lake Tahoe, and Western Nevada gather in Reno to participate in the Annual Spelling Bee. Members practice their spelling skills throughout the year and then participate in smaller-scale spelling bees at individual sites to determine the competitors for the annual Spelling Bee. Every participant gets a prize, and trophies are awarded for the best speller in each grade.

TARGET POPULATION

Members from the northern Nevada as well as their parents, family members, and other community members who watch to support our members during the event.

TITLE SPONSOR: \$2,500 (EXCLUSIVE)



- Exclusive Title Sponsorship
- Logo on 250+ event participant t-shirts
- Logo on all event awards/trophies
- Logo displayed on screen behind spellers during final round of the event
- Social media mention
- Recognition in Club newsletter post event



Mother's Day Brunch

EVENT DATE

May 9, 2026

COLLATERAL DUE DATE

April 1, 2026

EVENT DESCRIPTION

Mothers make the world go round. Every year, the Club throws a Mother's Day Brunch to celebrate the women in our lives. Mothers and their families are invited to the Club to enjoy breakfast with the family. Arts and crafts projects are available as well as photo opportunities.

It is a great and affordable way for the family to show Mom they care. This event takes place at our Donald W. Reynolds Clubhouse.

TITLE SPONSOR: \$2,000 (EXCLUSIVE)

- Exclusive Title Sponsorship
- Logo on event flyers
- Logo on all Mother's Day photo frames
- Brand recognition in centerpieces
- Banner placement at the Event*
- Inclusion in one site list e-blast promoting the event
- Two social media mentions
- Recognition in Club newsletter after event

TARGET POPULATION

This brunch is open to all Club members, their families, and anyone in the community!

VOLUNTEER OPPORTUNITY

Volunteers can help with: cooking, serving, garbage, set up, clean up, or meal distribution.



Clubhouse Family Nights

EVENT DESCRIPTION

We hold Family Nights once a quarter at each location to keep our parents engaged and up-to-date with all things BGCTM. Parents not only have an opportunity to have a free night of quality time with their kiddo, but they get to see what their children have been participating in all school year/summer. Sponsoring a Family Night means you will have a chance to have real conversations with parents and guardians of Club kids. If this is your target audience, then your ability to reach and educate is excellent.

EVENT DATE

Quarterly options available at various locations

COLLATERAL DUE DATE

One month prior

TARGET POPULATION

Youth and teen members and their families at the following locations:

Donald W. Reynolds Facility
William N. Pennington Facility
Donald L. Carano Youth Center

TITLE SPONSOR: \$1,000/EVENT (AVAILABLE AT THREE CLUBHOUSES)

- Exclusive Title Sponsorship (per event)
- Logo on event flyers
- Logos on presentation screen at the event
- Banner placement at the event (must provide your own banner)
- Two social media mentions
- Opportunity to table and/or speak at the event



Marge's Camp

EVENT DATE

July 19-24 2026

COLLATERAL DUE DATE

May 1, 2026

EVENT DESCRIPTION

Marge's camp allows Club members to experiences the great outdoors in a summer-camp environment. This week-long camping trip is full of crafts, hiking, adventures, swimming, canoeing, paddle boards, and more. For many, it is their very first camping trip. Space is limited.

All campers receive a Marge's camp sweatshirt to be worn all-year-long!

TARGET POPULATION

Sweatshirts are worn by more than 100 youth members and Club staff and can be seen throughout the Reno/Sparks/Fernley community.



Marge's Camp

SPONSORSHIP DETAILS

\$20,000 – TITLE SPONSOR (EXCLUSIVE)

- Recognition as exclusive Title Sponsor/ Camp naming rights
- Camp sweatshirts with name of Camp on front
- Primary logo placement in official flyers and three e-blasts
- Three company sponsorship announcements on social media channels

\$5,000 – SILVER SPONSOR (TWO AVAILABLE)

- Company logo placement in one eblast
- Company sponsorship mention on social media channels
- Company name on back of sweatshirt

\$10,000– GOLD SPONSOR (ONE AVAILABLE)

- Prominent recognition as one of the main sponsors
- Logo on back of camper's sweatshirt
- Prominent logo in two e-blasts
- Two company sponsorship announcements on social media channels



Annual Golf Tournament

EVENT DATE

Aug. 7, 2026

COLLATERAL DUE DATE

July 1, 2026

EVENT DESCRIPTION

The Club is FORE-tunate to have this fantastic athletic event in the name of local kids. Approximately 280 golfers tee off across two courses after enjoying a hearty breakfast and a bloody mary for a day of fun and charity. Golfers are treated to a game or refreshment at every hole. Once the last club is swung, golfers eat a delicious BBQ lunch, win awards and prizes, and the raffle and auction prize winners are announced.

TARGET POPULATION

Local business men and women, golf enthusiasts and supporters of the Club.



Ad Specs

- 5x7 for full page ad
- no crop or bleed
- .jpg, .png. or .pdf
- full color

Presented by:

Microsoft, Jensen Electric, and
Pacific Office Automation



Golf Tournament

SPONSORSHIP DETAILS

\$15,000 – PRESENTING SPONSOR

(THREE AVAILABLE)

- Company name featured on official event flyer
- Two (2) Foursomes in the tournament
- Eight (8) Welcome Party entries the night prior to the tournament
- Eight (8) VIP Exclusive Gifts - \$100 to Concept Shop at the tournament
- Company logo featured on the event website
- Full-page program ad
- Recognition on the Mobile Bidding platform
- Three (3) Social media mentions
- Mention in press release and eblasts
- Company logo on tournament giveaway
- Two (2) Hole sponsorships
- One (1) Hole Activity
- On-site banner placement opportunities*
- Opportunity to place collateral in tee bags

SOLD
Microsoft
Pacific Office Automation
Jensen Electric

\$7,500 – CORPORATE SPONSOR

(TWO AVAILABLE)

- Company name featured on official event flyer
- Company logo on tournament giveaway
- One (1) Foursome in the tournament
- Eight (8) Welcome Party entries the night prior to the tournament
- Four (4) VIP Exclusive Gifts - \$100 to Concept Shop at the tournament
- Company logo featured on the event website
- Full-page program ad
- Recognition on the Mobile Bidding platform
- Two (2) Social media mentions
- Mention in press release and eblasts
- Company logo on tournament giveaway
- One (1) Hole sponsorships
- One (1) Hole Activity
- On site banner placement opportunities*
- Opportunity to place collateral in tee bags

\$5,000 – WELCOME EVENT

(EXCLUSIVE)

- Banner placement at Welcome Event*
- “Welcome Event Presented by” on all marketing materials
- Opportunity to place an info booth or activity at the Welcome Event
- Opportunity for company representative to speak at the Welcome Event
- Recognition at tournament Welcome Event and Awards Luncheon
- Three (3) social media mentions
- Mention in press release and eblasts
- One (1) Foursome in the tournament

Golf Tournament

SPONSORSHIP DETAILS

\$5,000 – LUNCH SPONSOR

(EXCLUSIVE)

- Company logo(s) on table centerpieces
- Banner placement in lunch area*
- Three (3) social media mentions
- Mention in press release and eblasts
- Opportunity for company representative to speak at lunch
- “Lunch Presented by” on all marketing materials
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament



\$5,000 – HOLE-IN-ONE INSURANCE

(FOUR AVAILABLE)

- Recognition on Tee Box of sponsored Hole
- Two (2) Social media mentions
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament
- Mention in press release and eblasts
- Recognition on website

\$5,000 – PHOTO BOOTH SPONSOR

(EXCLUSIVE)

- Company logo on digital photos
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$4,000 – BREAKFAST SPONSOR

(EXCLUSIVE)

- “Breakfast Presented by” on all marketing materials
- Logo sticker placement on breakfast item
- Two (2) Social media mentions
- Mention in press release and eblasts
- Banner placement in breakfast area*
- Banner placement in the lunch area*
- One (1) Foursome in the tournament

\$3,000 – DRINK CART SPONSOR

(TWO AVAILABLE)

- Be the exclusive Drink Cart Sponsor for one of two courses (Hills course or Lakes course)
- Company logo on all drink cart items
- Recognition at tournament Welcome Event and Awards Lunch
- Two (2) Social media mentions
- Mention in press release and eblasts
- One (1) Foursome in the tournament



Golf Tournament

SPONSORSHIP DETAILS

\$3,000 – GOLF CART SPONSOR (TWO AVAILABLE)

- Be the exclusive Golf Cart Sponsor for one of two courses (Hills or Lakes Course)
- Company logo on 80 golf cart shirts
- Banner placement in lunch area
- Two (2) Social media mentions
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament



\$3,000 – CHIPPING CONTEST (EXCLUSIVE)

- You man the game! A team from your company will run the Chipping Contest at the tournament
- Signage or tabling opportunity on the chipping green
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$3,000 – PUTTING CONTEST (EXCLUSIVE)

- You man the game! A team from your company will run the Putting Contest at the tournament
- Signage or tabling opportunity on the putting green
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$3,000 – DRIVING RANGE (EXCLUSIVE)

- Signage or tabling opportunity on the driving range
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon
- One (1) Foursome in the tournament

\$1,500 – PROGRAM SPONSOR (EXCLUSIVE)

- Full-page ad in the program
- One (1) Social media mention
- Mention in press release and eblasts
- Recognition at tournament Welcome Event and Awards Luncheon

\$500 – HOLE ACTIVITY (MANY AVAILABLE)

- Opportunity to table at a hole, hand out collateral, host an activity, or give out food & drinks

\$500 – PROGRAM AD (MANY AVAILABLE)

- Full-page ad in the program

\$250 – TEE SPONSOR (MANY AVAILABLE)

- Company name on sign at tee box

NFL Flag Football

EVENT DATE

Fall/Winter/Spring
Leagues 2026

COLLATERAL

DUE DATE

6-weeks before
league start

EVENT DESCRIPTION

This Flag Football passing league is a non-contact form of football; no blocking or tackling. The only positions are quarterback, receiver, running back, and center. Teams are developed for 3rd-8th grades. Picture your company name on the back of these NFL youth jerseys.

Parents and coaches alike will see your business name both on and off the field! Support kids and get your name out there in the community! Logo will be used for all three leagues if sponsored in time.

TARGET POPULATION

The target population for this incredible sport are youth, parents, and community members.

\$8,000 – TITLE SPONSOR

(EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Prominent logo placement on 800 NFL Flag jerseys
- Logo on event flyer
- Primary logo placement on all e-blasts
- Three company sponsorship announcement on social media channels
- Mention on registration page on website

\$2,500 – GOLD SPONSOR

(TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Logo on event flyer
- Prominent logo placement on all e-blasts
- Two social media mentions



Day For Kids Reno

A Back to School Event

EVENT DATE

Aug. 8, 2026

COLLATERAL DUE DATE

July 1, 2026

EVENT DESCRIPTION

Day for Kids is a community celebration for kids and families, focusing on the importance of spending meaningful time with a child. The event is part of a nationwide celebration within Boys & Girls Clubs of America. Day for Kids hosts over 50 community vendors – local companies and nonprofits that share information about their services and offer a kid-friendly game or activity. Parents can also find resources for their children, including free memberships to the Boys & Girls Club. Kids and parents all receive a free event t-shirt back-to-school supplies and barbeque lunch.

VOLUNTEER OPPORTUNITY

This is a community-wide event that asks all families to come have fun with one another. Your company will gain great community exposure and your staff can feel good about educating the community about what your company has to offer. Play games, hop in a bounce house or help a kid climb the rock wall!

TARGET POPULATION

Day for Kids is attended by approximately 1,200 parents, children and family members.



Day For Kids Reno

A Back to School Event

SPONSORSHIP DETAILS

\$6,000 – TITLE SPONSOR

(EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Company name mentions in radio advertisements and all press materials
- Brief speaking engagement opportunity during event
- Up to three banner placements at event*
- Primary logo placement on 2,500 official flyers and all three e-blasts
- Four company sponsorship announcements on social media channels
- Seven PA announcements during event &
- 20' x 20' booth space at event**

\$1,500 – SILVER SPONSOR

(THREE AVAILABLE)

- Company logo placement on all three e-blasts
- Company name mention in radio advertisement and all press materials
- One company sponsorship mention on social media channels
- Three PA announcements during event
- 10' x 10' booth space at event**

\$2,500 – GOLD SPONSOR

(EXCLUSIVE)

- Prominent recognition as the exclusive Gold Sponsor
- Up to two banner placements at event*
- Company name mention in radio advertisement and all press materials
- Prominent logo placement on all three e-blasts
- Two company sponsorship announcements on social media channels
- Five PA announcements during event
- 10' x 10' booth space at event**

\$0 – NON-PROFIT BOOTH

- 10' x 10' booth space at event**



**Must provide own banner(s)*

***All booths must have kid-friendly game or activity*

Back to School Supplies

Supplies Due

July 30, 2026

EVENT DESCRIPTION

Help us send kids back to school with confidence by hosting a supply drive at your company. As part of our Day for Kids: Back to School event, we distribute backpacks, pencils, paper, notebooks, calculators, pencil cases, crayons, colored pencils, and more to families who need them most—your support helps make it possible.

SITE	NUMBER OF KIDS
Donald W. Reynolds Facility	300
William N. Pennington Facility	250
Donald L. Carano Youth Center	150
Lemon Valley Clubhouse	100
Neil Rd. Clubhouse	100



**MONETARY
DONATIONS
ALSO
ACCEPTED**

TARGET POPULATION

Day for Kids: a back-to-school event, is attended by approximately 1,200 parents, children and family members.



Reno Ballers Uniforms

EVENT DATE

Yearlong Usage

Nov. -June

COLLATERAL

DUE DATE

September 2026

EVENT DESCRIPTION

Reno Ballers is the premier youth basketball program in Reno and Sparks, offering fun, high-quality basketball development as well as competition for boys and girls in 3rd – 8th grades. Each year, hundreds of area youth are exposed to this great sport through the Ballers program and are taught important lessons about sportsmanship, responsibility and hard work. These teams also travel around northern Nevada and California to play in highly attended tournaments.

TITLE SPONSOR: \$15,000 (EXCLUSIVE)

- Recognition as the Exclusive Title Sponsor
- Your logo on every Ballers uniform for one year
- Your logo on approximately 200 sets of practice gear
- Two social media mentions
- Mention in eblasts

BALL HANDLING CAMP SPONSOR: \$2,500 (TWO AVAILABLE)

- Logo on 200 specialty t-shirts distributed to the Saturday morning ball-handling camp attendees
- Recognition during the Ball Handling Camp at the beginning of the season.



TARGET POPULATION

Parents and spectators of the Ballers program. The uniforms will be worn by local youths from ages 9-14 during over 200 local games as well as tournaments throughout northern Nevada and California for eight months.



Reno All Star Basketball League Uniforms

EVENT DATE

Yearlong Usage
(November-March)

COLLATERAL

DUE DATE

August 1, 2025

EVENT DESCRIPTION

The Boys & Girls Club hosts a winter basketball league annually. Not only does this league teach kids about the importance of leading a healthy lifestyle, but also drives home essential lessons in teamwork, sportsmanship, ethics and leadership. Our Reno winter basketball league is the largest sports league run by the Boys & Girls Club of Truckee Meadows with nearly 1,000 youth, ages 5 to 12 years old. Practices and games run four nights a week for two months in three gyms across northern Nevada. Our league helps kids to develop their basketball talents along with various skills that can be applied throughout their lives.

TARGET POPULATION

These uniforms will be worn by nearly 1,000 youth throughout the year and seen by hundreds of parents, family members and community members.

TITLE SPONSOR: \$10,000 (EXCLUSIVE)

- Company logo on 1,000 Winter Basketball League uniforms
- Logo on score table banners at two playing sites.

GOLD SPONSORSHIP COST: \$2,500 (TWO AVAILABLE)

- Company logo on score table banners at two playing sites



Teeny Tots League Uniforms

EVENT DESCRIPTION

The Boys & Girls Club hosts a variety of sports leagues throughout the year for youth ages 3 to 5 years old. Not only does this league teach kids about the importance of leading a healthy lifestyle, but also drives home essential lessons in teamwork, sportsmanship, ethics and leadership. These leagues, known as Teeny Tots, are designed for little ones to learn the basics of basketball in the winter, tee ball in the spring, soccer in late summer and gymnastics in the fall. These camps are attended by more than 150 children annually.

TITLE SPONSOR: \$5,000 (EXCLUSIVE)

- Company logo on the back of Teeny Tot t-shirts, totaling over 150 uniforms worn in various sports leagues throughout the year



EVENT DATE

Yearlong Usage
(four six-week sessions)

COLLATERAL

DUE DATE

September 1, 2026

TARGET POPULATION

These uniforms will be worn by over 150 youth throughout the year and seen by hundreds of parents, family members and community members.



LIT/Club Leaders Shirts and Sweatshirts

EVENT DATE

2026/2027

**COLLATERAL
DUE DATE**

October 1, 2026

EVENT DESCRIPTION

The Leaders in Training (LIT) and Club Leaders program is designed for all teens that are interested in gaining leadership skills and focuses on workforce development. Teens are able to volunteer at different community service events, learn how to manage their money, set future goals by learning about different career clusters and apply for scholarships. Teens in the program also have the opportunity to apply for their first paid job at the Club and still attend fun trips!

TARGET POPULATION

Sweatshirts are worn by nearly 125 of our Leaders in Training and CLP Members during the cold months and can be seen throughout the Reno/Sparks/Fernley/Ely community.

TITLE SPONSOR: \$5,000 (EXCLUSIVE)

- Exclusive logo on hundreds of sweatshirts given to LIT's and Jr. Staff members to wear around our community.



Annual Awards Banquet

EVENT DATE

November 5, 2026

**COLLATERAL
DUE DATE**

September 1, 2026

EVENT DESCRIPTION

In 2026, the Boys & Girls Club of Truckee Meadows will host its Annual Awards Banquet, reimagined as a 50th Birthday Party Celebration — our largest and most meaningful event to date. This milestone evening will honor past Distinguished Service Award winners, our inspiring Youth of the Year, and the community champions who have helped change lives for five decades. Held in the Silver Legacy Grand Exhibition Hall and welcoming an expected 1,000 guests, the event will feature powerful youth stories, heartfelt tributes, and moments that highlight the Club's impact across northern Nevada. With marketing running February through November and regional television coverage, this celebration offers an unmatched opportunity to align your brand with a legacy of youth success, community leadership, and meaningful community investment.

TARGET POPULATION

Present and past donors, board members, potential donors, parents, volunteers, and general public

Ad Specs

- 5x7 for full page
- 5x3.5 for 1/2 page
- no crop or bleed
- .jpg, .png, or .pdf
- full color



Annual Awards Banquet

SPONSORSHIP DETAILS

\$25,000 – YOUTH OF THE YEAR SPONSOR

(EXCLUSIVE)

- \$20,000 of the sponsorship goes to scholarships for the YOY
- Exclusive presenting sponsor of the Youth of the Year for the evening
- Introduce the YOY at the event + a two-minute speaking opportunity
- Recognition in Club eblasts and event press release
- Recognition on event website
- Logo on printed Awards Banquet invitation
- Full-page ad in event program
- Two tables of 10 at the Awards Banquet
- Two social media mentions on all Club channels

\$20,000 – TITLE SPONSOR

(EXCLUSIVE)

- Exclusive title sponsor of the event
- “Presented by” and your company logo on the Save the Date, invitation and eblasts
- Recognition in event presentation
- Recognition on the event website
- Full-page ad in event program
- Three social media mentions on all Club channels
- Recognition in Club eblasts and event press release
- 30-second commercial* during December television broadcast of the event
- Two tables of 10 at the Awards Banquet

SOLD
Corwin Ford Reno and
Corwin Buick GMC Reno

*Must produce your own commercial

\$5,000 - ANNUAL VIDEO SPONSOR

(EXCLUSIVE)

- Exclusive presenting sponsor of the Boys & Girls Club promotional video that is played at the event • Logo placement at the end of the video
- Recognition during the event
- Recognition on event website and eblasts
- Recognition in event program
- One social media mention
- One table of 10 at the Awards Banquet

SOLD
Metcalf Builders

Annual Awards Banquet

SPONSORSHIP DETAILS

\$3,000 – COCKTAIL HOUR/BAR

(EXCLUSIVE)

- Posterboards on easels with logos next to the cocktail bars
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club eblasts

\$2,000 – EMOTIONAL SUPPORT

(EXCLUSIVE)

- Logo on 800 individual tissue packets placed on the banquet tables
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club eblasts

\$3,000 – WINE SPONSOR

(EXCLUSIVE)

- Logoed sticker on 150 table wine bottles
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club eblasts

\$1,500 – PROGRAM SPONSOR

(EXCLUSIVE)

- Exclusive full-page back cover ad
- Recognition on event website
- Recognition in Club eblasts

\$1,500 – SPONSOR A TABLE

(MANY AVAILABLE)

- Sponsor the table for either the YOY or BGCTM Staff
- Sponsor name on the table at the event
- Recognition during the event
- Recognition in event program
- One social media mention

\$3,000 – CENTERPIECE SPONSOR

(EXCLUSIVE)

- Logo on or near 80 centerpiece
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club eblasts

SOLD
Turner Construction

\$2,500 – MEMBER AWARD BANQUET SPONSOR - October 23, 2025

*This event is **before** the Annual Awards Banquet and honors award winners from all Reno/Sparks locations. This event is free for families, and approximately 200 Club and family members attend each year.*

- Logo on eblasts distributed to all Reno/Sparks Club site lists
- One banner placement at the event in front of 360 Club members and their families*
- Logo on large video screen during the event
- Logo on flyer distributed to all Clubhouses
- Logo on all tables
- Logo printed on programs

\$2,000 – YOUTH OF THE YEAR EXPERIENCE

(EXCLUSIVE)

- Opportunity to provide all clothing for the evening for the two Youths of the Year and the Reviglio Scholarship winner
- Recognition during the event
- Recognition in event program
- One social media mention
- Recognition in Club eblasts

Anti Bully Tailgate

The Anti-Bullying Tailgate is one of the most meaningful events we host each fall—bringing families together during National Bullying Prevention Month for a day centered on kindness, connection, and community pride. Through our partnership with Nevada Wolf Pack Athletics, Club families have the opportunity to attend a home game and take part in unforgettable moments on game day. With sponsor support, we are able to create the welcoming environment that surrounds those experiences: a space filled with family activities, interactive projects focused on anti-bullying, opportunities for youth to pledge kindness, and a full community gathering where everyone is included.

EVENT DATE

October 2026

COLLATERAL DUE DATE

September 1, 2026

TARGET POPULATION

Club families and
Wolf Pack families
and friends
(tailgaters).

\$1,500 TITLE SPONSOR (EXCLUSIVE)

BRANDING OPPORTUNITIES

- Press release and social media recognition
- Recognition in Club newsletter after the event
- Company logo event flyer
- One social media mention
- Eblast out to families



Community Thanksgiving Gathering and Resource Fair

EVENT DESCRIPTION

Each year, The Boys & Girls Club of Truckee Meadows works tirelessly to supply community members with Thanksgiving meals that align with their individual needs. Both plated meals and take-home meal kits are provided so families can enjoy a Thanksgiving dinner together, regardless of their ability to cook a full meal at home. All meal options include a main entree, hot and cold sides, and a dessert. The meal kits, depending on support, reach all BGCTM rural locations, including other Boys & Girls Club organizations in the area. With our sponsors' help, we prepared 800 Thanksgiving meals that were provided to families across all of our locations, as well as 1,000 to-go meals for the Washoe County, Fernley, Ely, Tonopah, Winnemucca, and Lovelock sites.

EVENT DATE

November 24, 2026

COLLATERAL DUE DATE

October 1, 2026

VOLUNTEER OPPORTUNITY

Thanksgiving is clearly a time to give back to the community. Sponsorship of this event means not only will you help provide meals to the community, but your staff will also get involved by helping with meal prep, the packing of grocery bags, or meal distribution. It is quite possibly the most heartwarming event of the year for the Club.

TARGET POPULATION

Boys & Girls Club members, Early Learning Center kids and community members.



Community Thanksgiving Gathering and Resource Fair

SPONSORSHIP DETAILS

\$15,000 – TITLE SPONSOR

(EXCLUSIVE)

- Exclusive recognition as Title Sponsor
- Prominent logo placement on meal boxes/bags
- Primary logo on 2,500 event flyers distributed throughout the community
- Primary logo on two e-blasts
- Five social media mentions
- Recognition in press release
- Recognition at Dinner
- Invite others to volunteer and serve
- Recognition in Club newsletter after the event

\$5,000 – SILVER SPONSOR

(FOUR AVAILABLE)

- Recognition on event eblasts and on 2,500 event flyers distributed throughout the community
- Two social media mentions
- Recognition in Club newsletter after the event

\$7,500 – GOLD SPONSOR

(EXCLUSIVE)

- Logo on 2,500 event flyers distributed throughout the community
- Logo on two e-blasts
- Two social media mentions
- Recognition in press release
- Recognition in Club newsletter after the event



Reno Breakfast With Santa

EVENT DATE

December 6, 2026

COLLATERAL DUE DATE

November 1, 2026

EVENT DESCRIPTION

Breakfast with Santa is a cheerful holiday event, where community members take photos with Santa, decorate ornaments, get their faces painted, and eat a free breakfast with their community members. This event serves hundreds of Boys & Girls Club families at our East Ninth Street Clubhouse and they look forward to the event year after year; your business can be seen as a major community supporter.

VOLUNTEER OPPORTUNITY

Your staff can distribute meals, free coats and more to Club and community families.

TARGET POPULATION

All Club families are the target audience for this event, as well as families involved in the foster care system, military families, and the community at large.



TITLE SPONSOR: \$2,500 (EXCLUSIVE)

- Exclusive recognition as Title Sponsor
- Logo on 1,000+ event flyers distributed to Boys & Girls Club sites throughout Reno/Sparks
- One site-wide e-blast promoting the event
- Three social media mentions
- Recognition in Club Newsletter after the event

Member Christmas Parties

EVENT DESCRIPTION

Celebrate the holiday with our members in a big way. Your company can make the holidays brighter for deserving Club kids. Sponsor a Clubhouse or school site and provide funding for a special meal, or provide small presents to members. Presents, treats and Santa! Member Christmas parties are an awesome way to celebrate the holidays with deserving Club kids.

EVENT DATE

December 2026

COLLATERAL DUE DATE

November 1, 2026

TARGET POPULATION

All Club families are the target audience for this event, as well as families involved in the foster care system, military families, and the community at large.

VOLUNTEER OPPORTUNITY

Your staff can distribute meals, free coats and more to Club and community families.

BRANDING OPPORTUNITIES

- Press release and social media recognition
- Recognition in Club newsletter after the event
- Company logo event flyers



Member Christmas Parties

EVENT LOCATIONS

SITE	PARTY ONLY	PARTY W/ COST OF MEMBER GIFTS *
Donald W. Reynolds Facility	\$1,500	\$3,500
William N. Pennington Facility	\$1,500	\$3,500
Donald L. Carano Youth Center	\$1,000	\$2,500
Other Club Sites	\$500	\$1,500

Donald W. Reynolds Facility
 William N. Pennington Facility
 Donald L. Carano Youth Center

2680 E. Ninth St. Reno, NV 89512
 1300 Foster Dr. Reno, NV 89509
 1090 Bresson Ave. Reno, NV 89502

Other Club Sites:

Visit BGCTM.org for list of all sites

Life & Workforce Readiness

EVENT DESCRIPTION

Our Workforce Readiness initiatives give teens the tools, confidence, and experience they need to step into their futures prepared. When you sponsor these programs, you're directly investing in real-world skills—everything from career exploration and job training to financial literacy and mentorship. Your support helps us create clear pathways for youth to discover their strengths, build their résumés, and prepare for college, careers, and life beyond the Club. Sponsorship ensures our teens have access to opportunities that open doors, broaden horizons, and set them up for long-term success.

EVENT DATE

2026

COLLATERAL DUE DATE

November 1, 2026

Program Sponsorships (Pricing TBD)

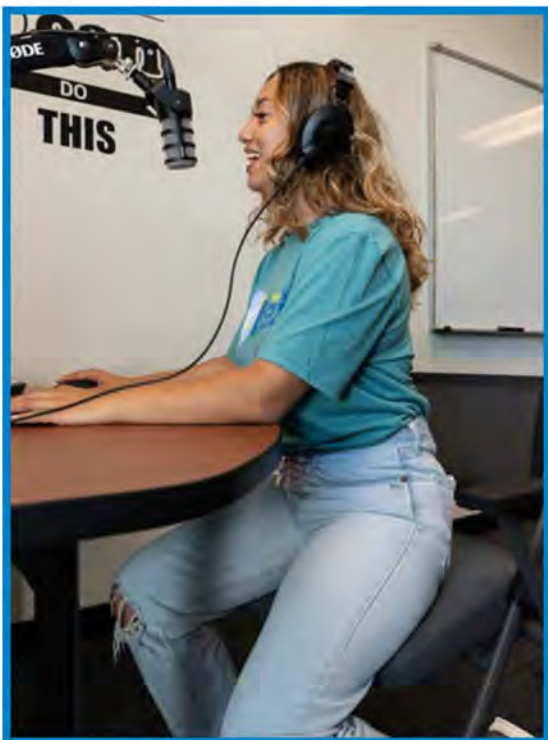
- Podcast studio
- 3D printing lab
- Drone program
- Career & Resume Program

TARGET POPULATION

Club teens, staff and donors touring facility.

BRANDING OPPORTUNITIES

- Temporary signage in Workforce Readiness Center
- Social Media Mention



ExerGames Room

EVENT DESCRIPTION

Our Exergames Room is one of the busiest spaces in the Club, with up to 400 kids a day jumping in to move, play, and stay active. To keep the experience fresh, fun, and safe, the room requires a full equipment refresh every two years. This includes our most popular interactive stations like 3 Kick, Exerbike GS, iDance, TWall64 and more.—high-energy games that keep youth engaged and excited about physical activity. A \$20,000 commitment ensures the room stays current and fully functional for our members.

EVENT DATE

2026

COLLATERAL DUE DATE

2026

\$20,000

2-year agreement

BRANDING

OPPORTUNITIES

- Signage on Donor Wall
- In-room donor recognition

TARGET

POPULATION

Club kids, staff, and donors/community partners touring the facility.



Member Sweatshirts

EVENT DATE

December 2026

COLLATERAL

DUE DATE

October 1, 2026

PROJECT DESCRIPTION

Each year, the Boys & Girls Club of Truckee Meadows provides sweatshirts to all of our members as a gift at our site Christmas parties. These sweatshirts are a way for the Club to give each child something special during the holidays. More importantly, the sweatshirts may be the only item of warm clothing that some of our members will have for the winter. The sweatshirts become something that each of our members regularly wear around the community.

TARGET

POPULATION

Sweatshirts are worn by thousands of youth members and Club staff during the cold months and can be seen throughout the Reno/Sparks/Fernley community.

TITLE SPONSOR: \$50,000 (EXCLUSIVE)

- Exclusive logo on 4,000+ sweatshirts given to Club members to wear around our community.

“

The first moment I knew I was truly part of something special came at a Christmas party. I still remember receiving my very first Boys & Girls Club sweatshirt.

- Alejandro G.



Gym Floor

PROJECT DESCRIPTION

This sponsorship is certain to be seen by thousands of eyes. This highly-visible placement on our gym floors means parents, the community, sponsors, event attendees, visitors, kids and staff will see your company's logo repeatedly. Presently, we have three Clubhouses with gym floor sponsorship opportunities. Gym floor sponsorships are long-term agreements. You will have first right of refusal if you'd like to renew.

EVENT DATE
2026

**COLLATERAL
DUE DATE**
One month prior

BRANDING OPPORTUNITIES- MULTI - YEAR AGREEMENTS AVAILABLE

William N. Pennington Youth
Center \$250,000

OPEN

Donald L. Carano Youth Center
\$150,000

SOLD
Renown until
2027

Donald W. Reynolds Youth Center
\$250,000

SOLD
Scheels
until 2035



Scoreboard

PROJECT DESCRIPTION

This sponsorship is certain to be seen by thousands of eyes. This highly-visible placement in our gyms means parents, the community, sponsors, event attendees, visitors, kids and staff will see your company's logo repeatedly. Presently, we have three Clubhouses with scoreboard opportunities. Scoreboard sponsorships are one-to- three-year agreements. You will have first right of refusal if you'd like to renew.

EVENT DATE

2026

COLLATERAL DUE DATE

One month prior

3 BRANDING OPPORTUNITIES AVAILABLE MULTI - YEAR AGREEMENTS AVAILABLE

Donald W. Reynolds Youth Center

1-Year \$5,000

3-Years at \$5,000 per year =\$15,000

5-Years at \$4,000 per year =\$20,000

SOLD

Aspen Earthworks
until Nov 2029

William N. Pennington Youth Center

1-Year \$5,000

3-Years at \$4,000 per year =\$12,000

5-Years at \$3,000 per year =\$15,000

SOLD

Semenko Family
until July 2029

Donald L. Carano Youth Center

1-Year \$3,000

3-Years at \$2,500 per year =\$7,500

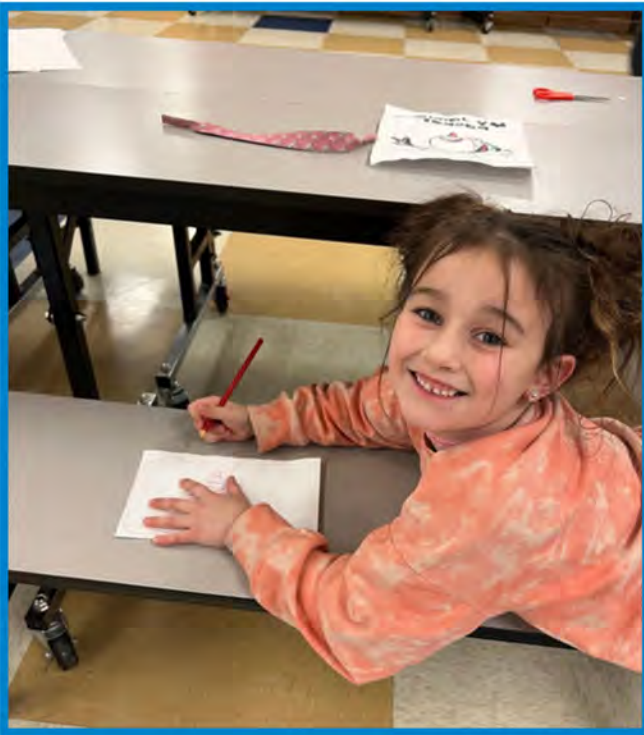
5-Years at \$2,000 per year =\$10,000

TARGET POPULATION

Our target population for this sponsorship is Club visitors, kids, parents, the community, volunteers, staff and more!



From the members, THANK YOU



For more sponsorship information and to secure your partnership, contact Colie Glenn, Chief Development Officer, at clgenn@bgctm.org or 775-360-2444.