BOYS & GIRLS CLUB
OF TRUCKEE MEADOWS
SERVING FERNLEY

PROGRAMMING EVENT PARTNERSHIPS

(775) 331-KIDS | BGCTM.org

Updated 11/2025

Fun With a Purpose

The Boys & Girls Club of Truckee Meadows Serving Fernley is part of the leading non-profit youth organization in northern Nevada, the Boys & Girls Club of Truckee Meadows. 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 6-18 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 Serving Fernley, 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 Serving Fernley 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 and improvement in perspective and 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 the Fernley area.

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 serving Fernley may provide exposure through the following vehicles of communication:

- Exposure to our loyal email subscribers
- Social media support
- Promotions at various sites around the Fernley area
- Engagement opportunities with all Club members and their families
- Visibility as a partner of a highly respected organization serving northern Nevada for 40+ years

For more sponsorship information and to secure your partnership, contact

Colie Glenn
Chief Development Officer
clgenn@bgctm.org • 775-360-2444

Oscar Aguilar
Fernley and Lovelock Area Director
oaguilar@bgctm.org
775-360-2424

Teeny Tots League Uniforms

EVENT DESCRIPTION

The Boys & Girls Club hosts a variety of sports leagues throughout the year for youth ages three to five years old. Not only does this league teach kids about the importance of leading a healthy lifestyle, but it 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.

EVENT DATE

During four six-week season sessions

COLLATERAL DUE DATE

September 1, 2026

TARGET POPULATION

These uniforms will be worn by 250+ three to five year-olds throughout the year and seen by parents, family members and community members.

TITLE SPONSOR: $2,750 (EXCLUSIVE)

- Company logo on the back of 250+ Teeny Tot t-shirts worn in all Teeny Tot sports leagues throughout the year
- Opportunity to hang a banner, not to exceed 5'x7', in the gym*
- Five social media mentions as the Title Sponsor

*Must provide own banner(s)

All Star Basketball League Uniforms

EVENT DESCRIPTION

The Boys & Girls Club hosts a 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 Fernley basketball league is the most popular sports league run by the Boys & Girls Club of Truckee Meadows Serving Fernley. Practices and games run four nights a week for 6-8 weeks 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.

EVENT DATE
During four six-week season sessions

COLLATERAL DUE DATE
August 1, 2026

TARGET POPULATION
These uniforms will be worn by 200+ members throughout the year and seen by parents, family members and community members.

TITLE SPONSORSHIP: $3,000 (EXCLUSIVE)

- Company logo on all Basketball League uniforms
- Opportunity to hang a banner, not to exceed 5'x7', in the gym*
- Five social media mentions as the Title Sponsor

BUSINESS SPONSORSHIP: $250 (MANY AVAILABLE)

- Opportunity to hang a banner only during basketball season, not to exceed 4'x6', in the gym*

Must provide own banner(s)

Passport to Party

EVENT DATE
April 25, 2026

COLLATERAL DUE DATE
March 1, 2026

TARGET POPULATION
200+ Fernley residents, over 21+

EVENT DESCRIPTION

A world-class eating and drinking extravaganza benefitting the Fernley Boys & Girls Club. Get your business serious exposure AND help local youth and teens by sponsoring this annual fundraiser. Estimated attendees: 200+ Digital and print marketing opportunities.

$7,500 – TITLE SPONSOR
(EXCLUSIVE)

SOLD
EDF Power Solutions

- "Presented By" primary logo p… print and digital materials and …ıage
- Email and social media mentions
- Press release recognition
- 10 event tickets

$3,500 – FIRST-CLASS SPONSOR
(EXCLUSIVE)

SOLD
Arevia Power

- Logo on event flyer, on all print and digital materials
- Logo on event posterboard
- Email and social media mentions
- Press release recognition
- Eight event tickets

$3,000 – BAND SPONSOR
(EXCLUSIVE)

SOLD
IBEW

- Logo on band posterboard at the eve…
- Press release mention
- Email and social media mentions
- Eight event tickets

$1,250 – PASSPORT SPONSOR
(FOUR AVAILABLE)

SOLD
United Federal Credit Union
Waste Management
Energy Project Solutions

- Logo on printed event passport (guests hold all night and get stamped a…
- Press release mention
- Email and social media me…
- Six event tickets

$1,750 – PHOTOBOOTH SPON…
(EXCLUSIVE)

SOLD
NV Energy
Kiewit

- Logo on printed event pics from photobooth
- Press release mention
- Email and social…cion
- Six event tickets

Passport to Party Continued

EVENT DATE
April 25, 2026

COLLATERAL DUE DATE
March 1, 2026

EVENT DESCRIPTION

A world-class eating and drinking extravaganza benefitting the Fernley Boys & Girls Club. Get your business serious exposure AND help local youth and teens by sponsoring this annual fundraiser. Estimated attendees: 200+ Digital and print marketing opportunities.

$1,750 – COUNTRY BOOTH
(FOUR AVAILABLE)

- Logo on booth posterboard at the event
- Host your own food station and hand out your delicious appetizer to guests. OR pay for the Club to host appetizers with your company's recognition
- Press release mention
- Email and social media mention
- Six event tickets

SOLD

USA-Newtron
Egypt- Ormat
Greece- Northern Nevada
Industrial Center
New Zealand- Orsted

$1,000 – DESSERT BOOTH
(EXCLUSIVE)

- Logo on booth posterboard at
- Email and social media mentior
- Four event tickets

SOLD

Agru America

$750 – CITY SPONSOR
(FOUR AVAILABLE)

- Email and social media mention
- Two event tickets

SOLD

Green Scene Landscaping
King Construction
Wood Rogers
LP Insurance
Mark Jones
Terrible's

Kick-Off to Summer

EVENT DESCRIPTION

Each May, the Boys & Girls Club gets ready for summer with the annual Kick-Off to Summer BBQ in Fernley! This is a great opportunity for parents to sign up their kids for all the fun summer programming, tour the facility, meet the staff, and ask Club-related questions. While parents are busy with paperwork, the kids can enjoy crafts, play games, and check out all the fun stuff. Lunch is free for the whole family. It's the perfect way to get kids and families excited for an action-packed summer at the Club!

EVENT DATE
May 14, 2026

COLLATERAL DUE DATE
April 2026

TARGET POPULATION
300 parents, youth, and community members attend this annual event.

VOLUNTEER OPPORTUNITY
Get your staff involved with some fun in the sun! This event is a great place to market your business and a wonderful way to engage your employees in volunteerism. Help serve food, set up, clean up, run a game or craft.

TITLE SPONSOR: $2,000 (TWO AVAILABLE)

- Up to three banner placements at event*
- Company name mentions in all press materials
- Primary logo placement in official flyers and two e-blasts
- Two company sponsorship announcements on social media channels
- 10' x 10' booth space at event – booth must include kid-friendly activities

**Must provide own banner(s)*

Food Trucks, Brews & Tunes

EVENT DESCRIPTION

Food Trucks, Brews & Tunes is Fernley's favorite community hangout—an evening of food trucks, craft brews, live music, and local vendors at McHopper's Brew Co. Families, friends, and neighbors come together for great food and a fun, relaxed atmosphere that draws strong crowds all season long.

Sponsorships help cover the cost of the Boys & Girls Club of Truckee Meadows' participation in this popular event, allowing us to host activities, engage families, and stay visible in the community. Your support puts your brand in front of hundreds of attendees while directly benefiting youth and families in Fernley.

EVENT DATE

Last Saturday of the Month. June-Sept. 2026

COLLATERAL DUE DATE

May 1, 2026

TARGET POPULATION

250+ community members

FOOD TRUCK SPONSOR: $200 (MANY AVAILABLE)

- Signage near Food Truck
- One e-blast promoting the event
- Three social media mentions

SOLD
United Federal Credit Union

CRAFT VENDOR: $50 (MANY AVAILABLE)

- One social media mention

Many Available

Contact Aubrey at AubreyLynnDesigns1@GMAIL.com

All Stars Soccer League Uniforms

EVENT DATE
Year round
Indoor Dec - March &
Outdoor Jun.-Aug.

COLLATERAL DUE DATE
May 2026

EVENT DESCRIPTION

This soccer league focuses on skill development, teamwork, and game strategy. Players will refine their passing, dribbling, and shooting abilities in a fun and structured environment. Teams are available for 3rd–8th graders.

Parents and coaches will see your business name both on and off the field! Support kids and get your name out there in the community!

TARGET POPULATION
80-100 youth participate. Games are watched by parents and community members.

$2,500 – TITLE SPONSOR
(EXCLUSIVE)

SOLD
EDF Power Solutions

- Recognition as exclusive Title Sponsor
- Prominent logo placement on soccer t-shirts
- Opportunity to hang a banner, not to exceed 5'x7'*
- Primary logo placement on all e-blasts
- Five (5) company sponsorship announcements on social media channels

$750 – GOLD SPONSOR
(TWO AVAILABLE)

- Prominent recognition as one of the main sponsors
- Opportunity to hang a banner, not to exceed 4'x6', in the gym*
- Prominent logo placement on all eblasts

*Must provide own banner(s)

Day For Kids

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 dozens of vendors (local companies and nonprofits) to 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 enjoy a free barbecue lunch, and receive an event t-shirt.

EVENT DATE
September 5, 2026

COLLATERAL DUE DATE
August 1, 2026

TARGET POPULATION

Day for Kids is attended by 350 parents, children, and community members in Fernley.

VOLUNTEER OPPORTUNITY

This is a community-wide event where all families come have fun with one another. Your company will gain 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!

Day For Kids Fernley
SPONSORSHIP DETAILS

$2,500 – TITLE SPONSOR
(EXCLUSIVE)

- Recognition as Title Sponsor
- Company name mentioned in radio advertisements and all press materials
- Brief speaking engagement opportunity during event
- Up to three banner placements at event*
- Primary logo placement on 1,500 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**

$750 – SILVER SPONSOR
(FOUR 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 announc
- 10' x 10' booth spac

SOLD
Silver Summit Health Plan
United Federal Credit Union

Two available

$1250 – GOLD SPONSOR
TWO AVAILABLE

- 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*

Fernley Annual Awards Banquet
at the new Fernley Community Center

EVENT DESCRIPTION

The most rewarding night for BGCTM Serving Fernley staff, donors, and volunteers. This event is a family-friendly environment with dinner and dessert. This is the night where Club kids are honored for upholding the Club's core values, Club kids give speeches on what the Club means to them, and the Club honors the volunteers or donors who have gone above and beyond with the Distinguished Service Award.

It's a heartfelt evening! Tables available for purchase.

EVENT DATE
October 8, 2026

COLLATERAL DUE DATE
Sept. 1, 2026

TARGET POPULATION

Present, past and potential donors. Board members, volunteers, general public and Club parents

Program Specs

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

$5,000 – TITLE SPONSOR
(EXCLUSIVE)

- Recognition as exclusive Title Sponsor
- Logo and/or mentions in all advertising; print, radio and digital
- "Presented by" and your company logo on save the date, invitation, and eblasts
- Speaking opportunity at the event
- Full-page program ad
- Three social media mentions as Title Sponsor
- Email blast announcing sponsorship
- Banner at event*
- Mentions throughout the night
- Table of eight (8) at the event

$2,500 – YOUTH OF THE YEAR SPONSOR (EXCLUSIVE)

- Recognition as exclusive YOY Sponsor
- Provide a shopping spree for outfits to the two YOY (suits, dresses, etc.)
- Logo on all marketing materials
- Logo on YOY boards
- Half-page ad in the program
- Two social media mentions
- Four tickets to the event

$1,750- COCKTAIL SPONSOR
(EXCLUSIVE)

SOLD
Newtron Group

- Recognition as the exclusive Cocktail Hour Sponsor
- Signage at/near the bar
- Logo on all marketing materials
- Half-page ad in the program
- One social media mention
- Table of eight (8) at the event

$1,750 – Centerpiece Sponsor
(EXCLUSIVE)

- Logo on centerpieces on each table
- Recognition in Event Slide Show
- One social media mention
- Table of eight (8) at the event

$1,500 – MEMBER OF THE YEAR SPONSOR (THREE AVAILABLE)

- Provide a shopping spree for outfits to the Members of the Year (suits, dresses, etc.)
- Select one of three pillars to sponsor:
  - Healthy Lifestyles, Academic Success, or Character and Leadership
- Logo on all marketing materials
- Logo on MOY board
- Half-page ad in the program
- Two social media mentions
- Four tickets to the event

$1000
(EXCLUSIVE)

- Signage at/near the photo booth
- Logo on photo booth digital photos
- Recognition in Event Slide Show
- One social media mention

$750 – PROGRAM COVER SPONSOR
(THREE AVAILABLE)

- Full-page program ad on one of three cover placements: Front inside, Back inside or Back outside cover
- Two social media mentions

$750 – WINE SPONSOR
(RED OR WHITE $750 **or** $1000 EXCLUSIVE)

- Logo on all table wine
- Recognition in Event Slide Show
- One social media mention

$500 – PROGRAM SPONSOR
(MANY AVAILABLE)

- Full-page program ad
- Two social media mentions

$500 – SPONSOR A TABLE
(MANY AVAILABLE)

- Sponsor a table for the Youth of the Year or Club Staff
- Recognition on the sponsored table
- Recognition in the program
- Two social media mentions

Club Family Night

EVENT DESCRIPTION

It is our goal to keep parents engaged and up-to-date with all things BGCTM Serving Fernley! On Family Night, parents and guardians have the opportunity to enjoy a free night of fun with their kids and also get to know us a little better. The Club will be open for tours, and members can show off their classrooms and favorite things. Parents will get to meet and greet the staff that takes care of their children. Sponsoring our Family Night means you will have the chance to have real conversations with parents and guardians of Club kids. If this is your target audience, then Family Night is perfect for you! Kids and parents will have a great time playing Bingo, winning prizes, having snacks and creating new memories.

EVENT DATE
November 2026

COLLATERAL DUE DATE
October 2026

TARGET POPULATION
Youth and teen members and their families

VOLUNTEER OPPORTUNITY
Food servers, set up & clean up, drink servers, table bussers

TITLE SPONSOR $1,200 (AVAILABLE QUARTERLY)

- Choose a Quarter to Host (Spring, Summer, Fall, Winter)
- Your business is listed as Title Sponsor at all three Sites
  - Fernley Intermediate School
  - Cottonwood Elementary School
  - East Valley Elementary School
- Logo on all event marketing, including digital, print, and radio
- Logos on all email blasts regarding the event
- Opportunity to hang a banner, not to exceed 5'x7'* at the event
- Two social media mentions
- Opportunity to have table at the event

PRIZE DONORS

- Prizes are needed for Bingo winner (for adults and children). This is a great way to get your brand, service or products in front of hundreds of like minded people!
- Includes - Prize and business name used in advertising, prize donor will be announced during Bingo game.

**Must provide own banner(s)*

Trunk or Treat/Fall Festival

EVENT DATE
October 29, 2026

COLLATERAL DUE DATE
September 1, 2026

EVENT DESCRIPTION

We invite your company to sponsor the Fernley Fall Festival—a four-day community event built from our popular Trunk or Treat and expanded into a full weekend of family fun. The festival will include carnival games, local vendors, a pumpkin patch, food trucks, and nightly entertainment, including a family-friendly scary movie. We'll close the weekend with a Día de los Muertos art showcase created by our Club members. The event is open to the entire community, with free admission for Club Card kids. As a sponsor, your company will be featured on event signage, promotional materials, and social media, highlighting your support for local youth and families.

VOLUNTEER OPPORTUNITY

Get spooky with it!
This event is a great way for your company to show your community support by volunteering at the Trunk or Treat event. Volunteers will hand out candy, host games, paint faces, and have a great time, all while giving back to the Fernley community.

TARGET POPULATION

Over 1,500 Boys & Girls Club members, parents, and community members.

TITLE SPONSORSHIP: $3,000 (EXCLUSIVE)

- Logo on 1,500 Trunk or Treat bags
- Mention on two event e-blasts
- Two social media mentions
- Logo on event flyer, print & digital
- Recognition in Club newsletter post event

CANDY SPONSOR: $1,500 (THREE AVAILABL

SOLD
Silver Summit Health Plan

- Logo on 1,500 Trunk or Treat bags
- Social media mention

FOOD TRUCK SPONSOR: $750 (THREE AVAILABLE)

Two available

- Posterboard/signage near food truck
- Social media mention

Thanksgiving Dinner Meal Kits

EVENT DESCRIPTION

Support the Fernley community by sponsoring Thanksgiving meals for families. Your company can make a significant impact by providing meal kits directly to these families, each valued at around $75. Encourage your employees to volunteer in the meal-kit assembly process, fostering a sense of connection and camaraderie while giving back to those in need. This initiative allows your company to play a role in making a difference in the lives of families who may not otherwise have access to a traditional Thanksgiving meal. Together, we can create positive change and make this Thanksgiving a special and memorable occasion for all.

EVENT DATE
November 2026

COLLATERAL DUE DATE
October 1, 2026

TARGET POPULATION

220 Boys & Girls Club members, families, and community members.

All Donation Amounts Welcome

Reach out for a custom package

TITLE SPONSORSHIP: $7,500 (EXCLUSIVE)

- Company name mention in radio advertisement
- Company name mention in press materials
- Two social media mentions
- Logo on event flyer, print & digital
- Logo sticker on or in all boxed meal kits
- Recognition in Club newsletter after the event
- Logo on two e-blasts

SUPPORTING SPONSORSHIP: $1,500 (MANY AVAILABLE)

- Company name mention in radio advertisement
- One social media mention
- Logo sticker on or in all boxed meal kits
- Logo on one e-blast

VOLUNTEER OPPORTUNITY

Thanksgiving is 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 heart-warming initiative of the year for the Club.

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

SITE	PARTY ONLY	PARTY W/ COST OF MEMBER GIFTS *
Fernley Clubhouse	$1,500	$3,500
Lovelock Elementary School	$500	$1,000

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

Breakfast With The Grinch

EVENT DESCRIPTION

Join us in spreading holiday joy at "Breakfast with The Grinch," a beloved event hosted in partnership with the Rotary of Fernley. This festive gathering includes photos with The Grinch, ornament decorating, face painting, and a free breakfast for community members at the Firehouse. Serving hundreds of Boys & Girls Club families annually, this event is a cherished tradition. Your sponsorship not only contributes to the festivities but also positions your business as a key supporter of our community. Embrace the holiday spirit, create lasting memories, and show your commitment to Fernley's vibrant and caring community.

EVENT DATE
December 5, 2026

COLLATERAL DUE DATE
November 1, 2026

TARGET POPULATION
All Club families are invited, as well as families involved in the foster care system, military families, and the community at large, bringing attendance up to 500+.

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

TITLE SPONSORSHIP: $2,500 (EXCLUSIVE)

- Exclusive recognition as Title Sponsor
- Logo and recognition on all event marketing, including digital, print, and radio
- One e-blast promoting the event
- Three social media mentions
- Recognition in the Club Newsletter post event

GRINCH LEVEL: $1,500 (EXCLUSIVE)

- Logo and recognition on event flyer
- Logo on eblast to club members
- Two social media mentions

CINDY LOU WHO LEVEL: $1,000 (MANY AVAILABLE)

- Logo on event flyer
- Logo on eblast to club members

Music Program

EVENT DATE
Year round

EVENT DESCRIPTION

Support for our music program helps provide youth with access to instruments, equipment, and hands-on learning opportunities that inspire creativity and confidence. Sponsorships directly fund essential supplies such as guitars, strings, amplifiers, and other musical equipment, ensuring students can learn, practice, and perform without barriers. Through this program, Club members develop teamwork, discipline, and self-expression while gaining real performance experience.

Our youth band, Undivulged, has performed at both the Fernley and Reno Awards Banquets and is developing the skills and experience needed to pursue future performance opportunities, including potential participation at the national Boys & Girls Clubs of America conference.

HEADLINER LEVEL: $750 (MANY AVAILABLE)

AMPLIFIER LEVEL: $500 (MANY AVAILABLE)

RHYTHM LEVEL: $300 (MANY AVAILABLE)