



BOYS & GIRLS CLUBS
OF WAKE & JOHNSTON COUNTIES

SPONSORSHIP OPPORTUNITIES



DEAR FUTURE IMPACT MAKER

At **Boys & Girls Clubs**, we believe every young person deserves a great future — and that it takes a strong, committed community to make that future possible.

Each year, we offer several opportunities for individuals and businesses to make an impact through sponsorship. Whether you're supporting a single event or investing in our mission year-round, your partnership plays a vital role in helping thousands of youth reach their full potential.

Whether you are joining us for the first time or deepening a longstanding partnership, your support helps us provide safe spaces, caring mentors, and high-quality programs for youth across Wake and Johnston Counties. Thank you for believing in what's possible. We invite you to explore the sponsorship opportunities included in this packet and find the level that's right for you or your company.

Your sponsorship is more than a logo on a banner, but a statement. A statement that you believe in equity, opportunity, and the power of showing up for the next generation.

We would be honored to build this partnership with you — not just for today, but for the future we're creating **together**.

Sincerely,



Matt Taliaferro

Boys & Girls Clubs President/CEO



BOYS & GIRLS CLUBS
OF WAKE & JOHNSTON COUNTIES

ABOUT BOYS & GIRLS CLUBS

OUR MISSION

Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens.



OUR IMPACT

10

Club Locations in
Wake & Johnston
Counties

\$7.50

Annual
Membership Fee
per Member

3,560

Youth Served

118,563

Meals and Snacks
Provided Annually

OUR PRIORITY OUTCOMES

ACADEMIC SUCCESS

We empower youth to graduate on time with a plan for the future by providing academic support, tutoring, and enrichment opportunities.

CHARACTER & LEADERSHIP

We develop leaders by teaching youth to be engaged citizens, respectful of others, and active contributors to their communities.

HEALTH & WELL-BEING

We promote physical and emotional well-being through programs that encourage fitness, nutrition, and positive decision-making.

LIFE & WORKFORCE READINESS

We equip our young people to navigate adulthood and pursue a fulfilling, economically viable career path.





2027 YEAR AT A GLANCE

CELEBRATING 60 YEARS OF GREAT FUTURES 1967-2027

JANUARY



Happy New Year!



FEBRUARY



Youth of the Year Organizational Competition

Youth of the Year Competition



MARCH



Circle of Champions Breakfast (Johnston County)

Great Futures Campaign in Full Swing



APRIL



Youth of the Year Luncheon



Zebulon Golf Tournament

Volunteer Appreciation Month



MAY



Topgolf Invitational

Mental Health Awareness Month



JUNE



Stacks & Tracks

Summer Programming Begins



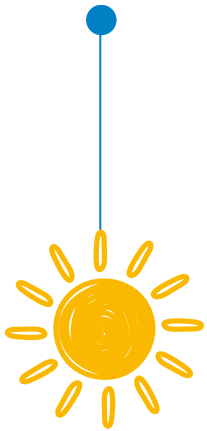
GREAT FUTURES START **HERE.**



BOYS & GIRLS CLUBS OF WAKE & JOHNSTON COUNTIES



JULY



Summer at the Clubs

Summer Programming Continues



AUGUST



Zebulon 5k Run

Back to School Community Day



SEPTEMBER

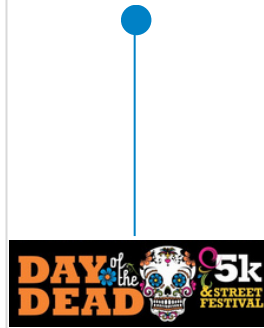


Selma Railroad Days Run and Walk 5k

Workforce Readiness Month



OCTOBER



Day of the Dead 5k and Street Festival

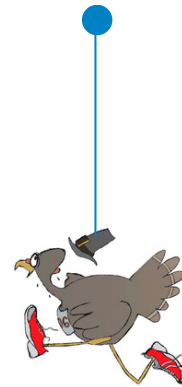


60th Anniversary Celebration
(In lieu of Breakfast of Champions)

Season of Giving Campaign
(October-December)



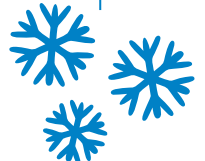
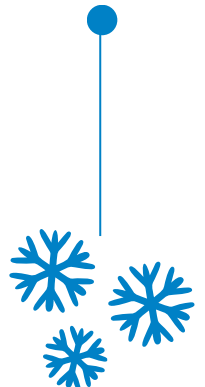
NOVEMBER



Gobbler's Run 5k



DECEMBER



Children's Holiday Program

Club Holiday Parties

Angel Tree Campaign

SIGNATURE EVENTS



YOUTH OF THE YEAR LUNCHEON

SPRING

Youth of the Year is Boys & Girls Clubs' premier youth recognition program, celebrating members' achievements in **leadership, service, academics, and healthy lifestyles**. Each year, one standout member is named Organizational Youth of the Year and competes at state, regional, and national levels.

The process culminates in a spring luncheon honoring Club-level winners, where members share how the Clubs have shaped their lives. Sponsorships, including **TowneBank** as the Legacy Sponsor, support this impactful program, with additional opportunities available.



PRESENTING SPONSOR

\$20,000

- Exclusive presenting sponsor recognition
- Logo on all digital and printed materials
- Logo on website and social media
- 2 reserved judges spots in competition
- 8 seats at the Youth of the Year Luncheon

GOLD SPONSOR

\$15,000

- Logo on all digital and printed materials
- Logo on website
- 1 reserved judge spot in competition
- 3 seats at the Youth of the Year Luncheon

SILVER SPONSOR

\$10,000

- Logo on all digital and printed materials
- Logo on website
- 1 reserved judge spot in competition
- 2 seats at the Youth of the Year Luncheon

BRONZE SPONSOR

\$5,000

- Logo on all digital and printed materials
- Logo on website
- 1 reserved judge spot in competition
- 1 seat at the Youth of the Year Luncheon

SIGNATURE EVENTS

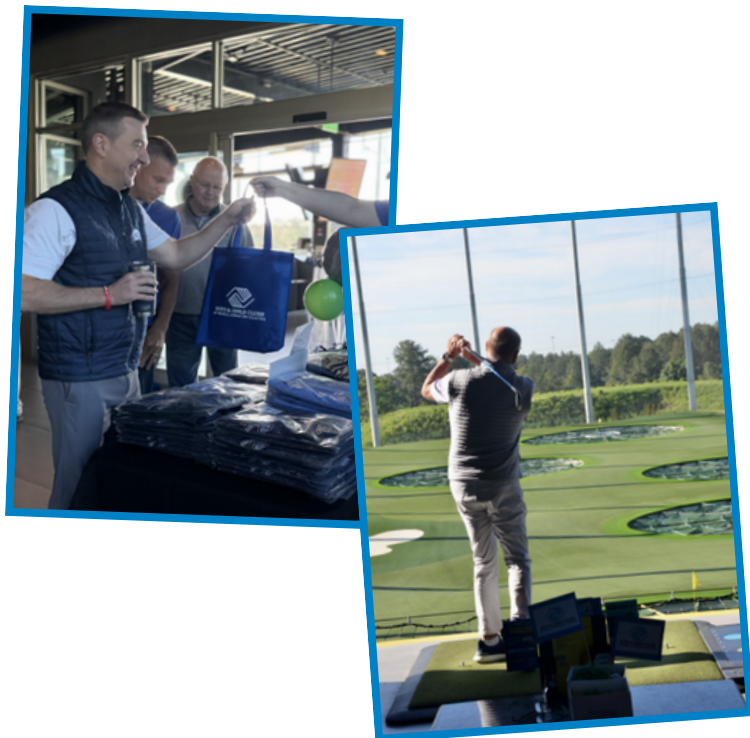


TOPGOLF INVITATIONAL

SPRING

Our Topgolf Invitational turns friendly competition into **meaningful impact**. Swing for more than bragging rights—drive change for those who count on us.

With multiple bays reserved for sponsors, and live leader-board updates, the event blends high-energy fun with heartfelt purpose, ensuring every drive, chip, and putt helps our young people.



CHAMPIONS SPONSOR

\$13,500

- Presenting sponsor recognition
- Logo on all digital and printed materials
- Logo on website and social media
- 4 bays for 4 teams

EAGLE SPONSOR

\$7,500

- Logo on all digital and printed materials
- Logo on website
- 3 bays for 3 teams

BIRDIE SPONSOR

\$5,000

- Logo on all digital and printed materials
- Logo on website
- 2 bays for 2 teams

PAR SPONSOR

\$2,500

- Logo on all digital and printed materials
- Logo on website
- 1 bay for 1 team



SIGNATURE EVENTS



STACKS & TRACKS

SUMMER

Stacks & Tracks presented by **First Horizon Bank** is an event designed to empower teens with the tools they need for **financial success** and career planning.

"Stacks" focuses on financial literacy, where teens engage with the Reality Store to understand life expenses and budgeting. "Tracks" helps them explore career paths that align with their lifestyle goals.



PRESENTING SPONSOR

\$25,000

- Naming rights to event
- Exclusive volunteer spots
- Logo on all digital and printed materials
- Logo on website and social media
- 10 seats at the Breakfast of Champions

PATHWAY PARTNER

\$15,000

- Logo on all digital and printed materials
- Logo on website
- 8 seats at the Breakfast of Champions

IMPACT INVESTOR

\$10,000

- Logo on all digital and printed materials
- Logo on website
- 4 seats at the Breakfast of Champions

SUCCESS STARTER

\$5,000

- Logo on all digital and printed materials
- Logo on website
- 2 seats at the Breakfast of Champions

PROGRAM SUPPORTER

\$1,000

- Name on all digital and printed materials
- Name on website
- Volunteer Opportunity

SIGNATURE EVENTS



BREAKFAST OF CHAMPIONS

FALL 2026 AND 2028

Breakfast of Champions presented by **Wells Fargo** is Boys & Girls Clubs' biggest annual event! Club members and volunteers join with our community's most influential business and community leaders to celebrate great accomplishments over the past year and recognize the newest members of our Hall of Fame.

Highlighted by powerful keynote speeches from local sports leaders, this event attracts over 500 professionals each fall and raises more than \$300,000 to support youth in need.



PRESENTING SPONSOR

\$40,000

- Speaking opportunity
- 20 seats at the event
- Full page program ad
- Logo in printed and digital materials
- Solo recognition on social media
- Logo on event T-shirt

GOLD SPONSOR

\$10,000

- 15 seats at the event
- Half page program ad
- Logo in printed and digital materials
- Solo recognition on social media
- Logo on event T-shirt

SILVER SPONSOR

\$6,500

- 10 seats at the event
- Quarter page program ad
- Logo in printed and digital materials
- Grouped recognition on social media
- Logo on event T-shirt

BRONZE SPONSOR

\$3,000

- 8 seats at the event
- Name in printed and digital materials
- Grouped recognition on social media

LOCALIZED EVENTS

ZEBULON GOLF TOURNAMENT

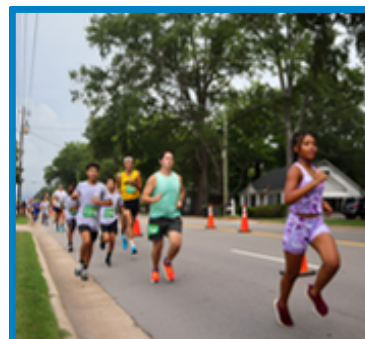
SPRING



SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$5,000	SILVER SPONSOR \$3,000	BRONZE SPONSOR \$1,500
Logo on Banner	X	X	X
Logo on Website	X	X	X
Social Media Recognition	X	X	X
Complimentary Teams	2	1	1

- Beverage Cart Sponsor (\$750)
- Tee Sign Sponsor (\$100)

Formerly known as the Kitiyata Cup, the **Zebulon Annual Charity Golf Tournament** has proudly rebranded and continues its legacy of supporting the Zebulon Boys & Girls Club. Held every April, this event supports over 200 kids in our community.



ZEBULON 5K

FALL



Each fall, Zebulon Boys & Girls Clubs hosts the **Zebulon 5k**. Proceeds directly benefit our Zebulon members, making every step count toward empowering local youth.

SPONSORSHIP BENEFITS	GOLD SPONSOR \$1,000	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
Logo on Website	X	X	-
Logo on Banner	X	X	X
Logo on T-Shirts	X	X	X
Social Media Recognition	X	X	X
Complimentary Run Entries	4	2	-

LOCALIZED EVENTS



SELMA RAILROAD DAYS WALK & RUN

Started in 1976, **Selma Railroad Days Walk and Run 5K** is the oldest 5K in North Carolina. This event is part of Selma's Railroad Days Festival. Our runners and walkers take on a fast course through downtown Selma, followed by a fun Caboose Run for the kids. All event proceeds benefit Boys & Girls Clubs of Johnston County's afterschool programs in Selma and Smithfield.



SPONSORSHIP BENEFITS	MVP & TITLE SPONSOR \$10,000	PACE SPONSOR \$5,000	MILE MARKER SPONSOR \$2,500	WATER STATION SPONSOR \$1,000	CORNER SPONSOR \$500	CABOOSE SPONSOR \$250
Naming rights to the event	X					
Name announced during lineup	X	X				
Name/logo on banner	X	X	X	X	X	X
Name/logo on event t-shirt	X	X	X	X	X	X
Name/logo on website & social media	X	X	X	X	X	X
Complimentary race entries	12	10	8	6	4	2
			LOGO ON MILE MARKER SIGN	LOGO ON WATER STATION	LOGO AT CORNER ON ROUTE	



CIRCLE OF CHAMPIONS

Join us for a morning of inspiration and community engagement at the Circle of Champions Breakfast supporting Boys & Girls Clubs of Johnston County, which is dedicated to providing a safe and nurturing environment for our community's youth.



SPONSORSHIP BENEFITS	ELITE SPONSOR \$10,000	CHAMPION SPONSOR \$5,000	MVP SPONSOR \$2,500	ALL-STAR SPONSOR \$1,000
Presenting Sponsor Recognition	X			
Speaking Opportunity	X			
Number of Seats	16 VIP	8 VIP	6	4
Logo on Printed Materials	Logo	Logo	Listed	Listed
Logo on Website & Social Media	Logo	Logo	Listed	
Event Program Advertisement	Full Page	Half Page	Quarter Page	

LOCALIZED EVENTS

DAY OF THE DEAD 5K



For 15 years, the Day of the Dead 5k—founded by Centro Mexican Restaurant—has united our community in a vibrant celebration of culture while raising funds for the Fox Road Boys & Girls Club (formerly Brentwood Boys & Girls Club).

The race winds through Historic Oakwood Cemetery before returning to Wilmington Street for a lively street festival featuring local vendors, food trucks, youth arts and crafts, face painting, prizes from local businesses, a costume contest and more. It’s not just a race—it’s a celebration!



SPONSORSHIP BENEFITS	CATRINA SPONSOR \$7,500	ALTAR SPONSOR \$5,000	OFRENDIA SPONSOR \$2,500	MARIGOLD SPONSOR \$1,000
Logo on event t-shirt	X	X	X	
Logo on event banner	X	X	X	X
Logo on social media and website	X	X	X	X
Raceday shoutout	X	X	X	X
Complimentary runners	7	5	3	-

LOCALIZED EVENTS

WAKE FOREST GOBBLER'S RUN 5K



For over 20 years, Cat Redd — a passionate advocate for Boys & Girls Clubs — has proudly hosted our Gobbler's Run in support of the Wake Forest Boys & Girls Club. Each Thanksgiving morning, over 2,000 runners and walkers come together, blending fitness, fun, and philanthropy in the spirit of the holiday. Gobbler's Run has become a cherished tradition, reminding us all of the power of giving back while kicking off the day with joy and purpose.



GOBBLER'S RUN 5K

	PRESENTING SPONSOR \$10,000	DIAMOND SPONSOR \$7,500	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,500	COPPER SPONSOR \$1,000
Naming rights of event, with logo on start & finish banner	X					
Logo on finish line chutes	X	X				
Logo on event step & repeat	X	X	X			
Logo on postcard and event t-shirt	X	X	X	X		
Individualized social media post	X	X	X	X	X	
Name on sponsor board	X	X	X	X	X	X
Linked logo on website	X	X	X	X	X	X
Complimentary runners	15	10	8	5	3	2

IMPACT OF SPONSORSHIPS

Studies show that for every **\$1.00** invested in Boys & Girls Clubs, **\$10.32** is returned in economic benefits to Club members, their families and society. The mentors, safe spaces, role models and positive development provided by Boys & Girls Clubs all help to break the cycle of poverty.

Boys & Girls Clubs members pay just **\$7.50** per year to attend our Clubs. However, it costs our organization **\$1,500** per year for a Member to participate in our programs, **200 times the cost of yearly membership**.

Your support is the difference.
You can build Great Futures with us.



Your investment has the power to shape great futures. Whether you're passionate about education, health & wellness, workforce readiness, or simply believe every child deserves a safe, supportive place to grow, there's an opportunity for you.



By becoming a sponsor, you're not just supporting events; you're investing in year-round impact across our Clubs and throughout the communities we serve. Let's work together to build brighter tomorrows for our youth, one opportunity at a time.

READY TO BECOME A SPONSOR?



SPONSORSHIP COMMITMENT FORM

scan QR code here!



[BIT.LY/BGCSPONSOR](https://bit.ly/BGCSPONSOR)

FOR MORE INFORMATION OR QUESTIONS, PLEASE CONTACT:

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Phone: (919)834-6282 ext. 206



BOYS & GIRLS CLUBS
OF WAKE & JOHNSTON COUNTIES



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