

BOYS' TOWN TORONTO CHAPTER 19TH ANNUAL GOLF TOURNAMENT

Sponsorship & Donation Participation Package

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Toronto Chapter Chairman - Tim Escoffery

Event Coordinators: The Function

Marketing: CE Marketing Solution Inc.

Fundraiser Supporting Boys' Town - Trench Town Jamaica



Boys' Town - Community Youth Development Program

History

The Government of Jamaica, in partnership with the Kingston YMCA and the Jamaica Methodist Church, established Boys' Town in 1940. Boys' Town has served over the years as a good example of partnership between government and civil society in promoting social development, particularly of youth; as well as promoting good governance at the community, local and national levels in Trench Town Kingston Jamaica.

Issues and Challenges

Poverty and exclusion among inner-city youth are widespread and increasing in the area serve by Boys' Town and in Jamaica. Inadequate, insufficient and/or inappropriate socialization, education, training and employment, lack of assets, property rights and access to credit and lack of decision-making opportunities exacerbate the social and economic vulnerability of youth, generally. Investing in youth is an urgent matter to stop and eventually reverse the rapid deterioration taking place in these communities. Appropriate policies and programs must be established, and adequate resources allocated in order to address this issue.

Boys' Town Vision and Goals

Boys' Town boast a Community Youth Development Model with a Vision statement that is geared "to empower people and communities and contribute to nation-building through development of human potential and training in responsible citizenship"

Boys' Town key development goals, as set out in its Development Plan are to:

- 1) Increase capabilities of youth through education, training and social networks;
- 2) Improve quality of community life through access to services in an integrated community space;
- 3) Promote community development through capacity-building;
- 4) Promote social cohesion and reduce risk of violence through improved social interaction; and
- 5) Promote social responsibility by inclusion and participation in a successful community institution

Boys' Town Toronto Chapter

This chapter was formed by concerned expatriates and other members from that community to help the less fortunate children in that community.



Boys Town 75th Anniversary Church Service 2015



Boys Town – Cecil Boswell Facey Basic School Lunch Time

Boys' Town Toronto Chapter Golf Tournament

Every Year we host a Golf Tournament as a fundraiser to support the charity. This year we are celebrating our 19th annual Boys Town Charity Golf Tournament. In past 14 years, the Toronto Chapter has raised and contributed over \$70,000 (CND) to this charity to support programs.

This year additional funds are needed to support ongoing administration cost, support programs and scholarships.

Tournament Details

Date: July 22nd, 2023

Location: Remington Parkview

6400 Steeles Ave. E

Markham, ON L3S 3J5

Cost: \$160 per Golfer, \$600 for a foursome (\$150 each)

Early Bird: \$150 per golfer, \$560 for a foursome if you register by July 7, 2023.

Golfers receive a round of golf, dinner, and a grab bag of appreciation. Carts are also included in price. There will be giveaways as well.

In the past years the golf tournament was attended by about loyal 60-70 golfers and marketing included 1 direct mail mailings with small business/ entrepreneur's sponsors. Our marketing efforts extends across some digital and social channels in efforts to invite more golfers to support a worthwhile cause. With the expanded marketing efforts comes additional sponsorship and support opportunities for all business sizes and types and their business objectives.

This year's target is \$10,000 and 120 golfers. Your support would be greatly appreciated. Visit www.bttc.ca to view our gallery of last year's photos.

Participation Opportunities Sponsorship

Gold Sponsor (2-3) - \$2,000

- Category Exclusivity
- Logo on all event advertising:
 - Print - Newspaper AD x 4, Direct Mail (150 Past Golfers), Point of Sale Material
 - (Posters at supporting locations & event flyers) ◦ Social - Facebook Page (@bttcgolf) logo on Header, mention in post and paid ad
 - Digital - Email, Logo, and link to website-on-website front page from date of sponsorship
- Banner/ poster at event near registration booth (must be supplied by sponsor)
- Banner / poster at dinner (must be supplied by sponsor)
- Dinner for 2 guests
- Option to give remarks at dinner (3-5 mins)
- Ability to add 2 items in the golfers grab bags
- 10% off discount off single and foursome golf registration

Silver Sponsor (3 - 5) \$1,000

- Category Exclusivity
- Logo on some advertising - Business card size in direct mail (150)
- Mention at dinner by MC
- Dinner Table Sponsorship
- Name listed and link to website included on participating sponsor page from date of sponsorship.
- Ability to add 1 item in the grab bags
- 1 Hole sponsorship flag (with option to set up a table at the hole)

Bronze Sponsor (3 - 5) \$500

- 1 Dinner Table Sponsorship
- Name listed and link to website included on participating sponsor page from date of sponsorship.
- Ability to add 1 item in the grab bags
- 1 Hole sponsorship flag (with option to set up a table at the hole)

On Course Sponsorship

Hole Sponsor - (18) \$350 per hole

- Logo at hole and name on participating sponsorship page on website (Add \$100 to be present at sponsored hole)

Cart Sponsor - (36) \$200 per cart

- Logo on a cart

Grab Bag - (72) \$150 total

- Add 1 item for each golfer's bag

Dinner Table Sponsor -\$150 total

- name & logo on table

Donations - donations in kind giveaway

> =\$250 value

logo mention with donation, name, and link on participating sponsor page on website,

<= \$249 value

Business mention with donation at giveaway time

General Donation are welcomed.

Information

If you have any questions, or require more information regarding participating as a sponsorship, or donations please email golfbttc@gmail.com or call (416 993 3446



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Date: July 22th, 2023, Location: Remington Parkview, 6400 Steeles Ave. E, Markham, ON L3S 3J5

Sponsorship Participant Information		
Organization Name:		
Contact Name:		
Mailing Address:		
City:	Province:	Postal Code:
Phone:		
Email:		
Website:		
Logo – Please supply in Jpeg and high-res version for print		

Participation Selection-

Please check (☐) what you would like to participate in:

- ☐ Gold Sponsor - \$2,000
- ☐ Silver Sponsor \$1,000
- ☐ Bronze Sponsor \$500

A la Cart Sponsorship

- ☐ Hole Sponsor -\$350 per hole
- ☐ Hole Sponsor at hole - \$450
- ☐ Cart Sponsor -\$200 per cart
- ☐ Grab Bag - \$150 total
- ☐ Dinner Table Sponsor -\$150 total

Donations - Giveaway Item in kind donations

- ☐ =\$250 value
- ☐ <= \$249 value

General Donation are welcomed and can be received by cheque or money order payable to Boys' Town Toronto Chapter. A receipt will be issued for all payments.

Please scan and send your completed forms via: Electronic Transfer to golfbttc@gmail.com and an invoice will be sent to you requesting payment from info@CEMarketingSolution.ca who is donating clearing system.

Sponsor payment is Non-Refundable. Rain or Shine. A SIGNED SPONSORSHIP PARTICPATION ACKNOWLEDGES THE ABOVE CONDITIONS FOR PARTICIPATION IN BOYS' TOWN TORONTO CHAPTER 19TH ANNUAL GOLF TOURNAMENT. PARTICPATION IS CONFIRMED UPON SIGNING AND SUBMITTING THIS FORM AS WELL AS PAYMENT.

Print Name: _____

Signature: _____ Date: _____, 2023