

BOYS' TOWN TORONTO CHAPTER 18TH ANNUAL GOLF TOURNAMENT

Sponsorship & Donation Participation Package

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Toronto Chapter Chairman - Tim Escoffery

Event Coordinators: Chantel Escoffery and Lisa Hoseny

Marketing: CE Marketing Solution Inc.

**Fundraiser Supporting Boys' Town - Trench Town Jamaica
Community Youth Development Program**



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 18th annual Boys Town Charity Golf Tournament. In past 14 years, the Toronto Chapter has raised and contributed over \$65,000 (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 17th, 2022

Check In Time Starts: 6:30am

Tee Off Time: 7:30 am

Location: Royal Ashburn

995 Myrtle Road West

Whitby Ontario L0B1A0

Cost: \$175 per Golfer

\$160 Early Bird - Save \$15 if you register by June 15, 2022.

Golfers receive a round of golf, lunch, and a grab bag of appreciation. Carts are also included in price. There will be Golf prizes 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. This year we have expanded our marketing efforts across some digital and some 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 target is \$10,000 in celebration of our 18th year anniversary. Your support would be greatly appreciated.



Mike Mitchell (centre) 2016, with Tim Escoffery and Karl Killingbeck (committee member)

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 supports locations & event flyers)
 - Social - Facebook Page (@btccgolf) logo on Header, 2 Thank You Post (1 before event and 1 after event)
 - 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)
- Ability to add 2 items in the grab bags

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

- Category Exclusivity
- Logo on some advertising - Business card size in direct mail (150), 1 Facebook post after event,
- Name listed and link to website included on participating sponsor page from date of sponsorship
- Ability to add 1 item in the grab bags

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) \$100 total

- Add 1 item for each golfer's bag

Donations - Raffle Item donations in kind

> =\$250 value

logo mention with donation, name, and link on participating sponsor page on website, 1 thank you post on Facebook

<= \$249 value

logo mention with donation

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



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Date: July 17th, 2022, Location: Royal Ashburn, 995 Myrtle Road West, Whitby Ontario I0B1AO

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:

Sponsorship	
<p>Gold Sponsor (2-3) - \$2,000</p>	<ul style="list-style-type: none"> • Category Exclusivity • Logo on all event advertising: <ul style="list-style-type: none"> ○ Print - Newspaper AD x 4, Direct Mail (150 Past Golfers), Point of Sale Material (Posters at supports locations & event flyers) ○ Social - Facebook Page (@btctgolf) logo on Header, 2 Thank You Post (1 before event and 1 after event) ○ 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) • Ability to add 2 items in the grab bags
<p>Silver Sponsor (3 - 5) \$1,000</p>	<ul style="list-style-type: none"> • Category Exclusivity • Logo on some advertising -Direct mail (150), 1 Facebook post after event, • Name listed and link to website included on participating sponsor page from date of sponsorship • Ability to add 1 item in the grab bags
<p><u>Any specific Notes</u></p>	

On Course Sponsorship	
Hole Sponsor - (18) \$350 per hole	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Logo on a cart
Grab Bag - (72) \$100 total	<ul style="list-style-type: none"> • Add 1 item for each golfer's bag
Raffle Items donations in kind	
> =\$250 value	logo mention with donation, name, and link on participating sponsor page on website, 1 thank you post on Facebook
<= \$249 value	logo mention with donation

General Donation are welcomed and appreciated.

Please make cheque or money order payable to Boys' Town Toronto Chapter. A receipt will be issued for all payments. Sponsor payment is Non-Refundable. Rain or Shine. A SIGNED SPONSORSHIP PARTICIPATION ACKNOWLEDGES THE ABOVE CONDITIONS FOR PARTICIPATION IN BOYS' TOWN TORONTO CHAPTER 18TH ANNUAL GOLF TOURNAMENT. PARTICIPATION IS CONFIRMED UPON SIGNING AND SUBMITTING THIS FORM AS WELL AS PAYMENT.

Print Name: _____

Signature: _____ Date: _____, 2022

Please scan and send your completed forms and payment via: Electronic Transfer to golfbttc@gmail.com or if you choose to send or Money order and cheque, please let us know and an address will be supplied.