

# or KIDS

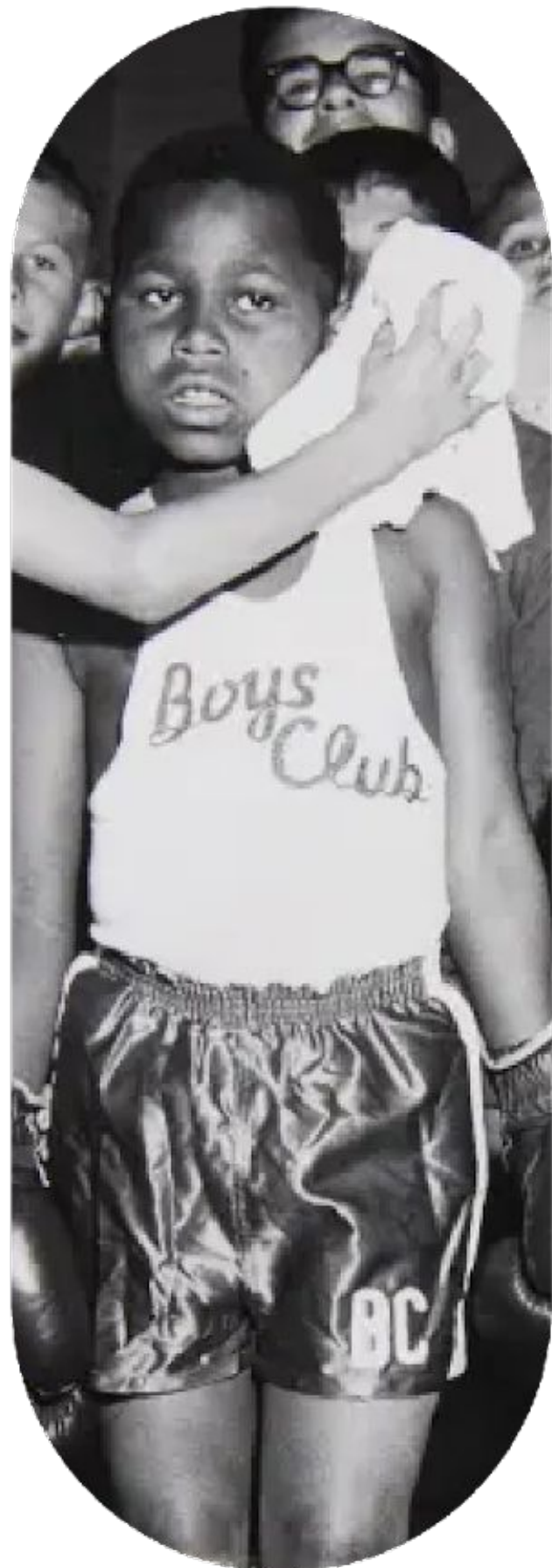
*135 years*

Sponsorship 2023-24



**BOYS & GIRLS CLUBS**  
OF WESTERN PENNSYLVANIA





# 135 Years in the Making

Every kid no matter what.

**Since 1888, we've been serving the Pittsburgh region. Our commitment is to ensure our kids have opportunities to reach their full potential.**

BGCWPA is one of the largest out-of-school-time providers in the region. Every year we serve more than 5,000 kids from Allegheny County and Somerset County and soon Westmoreland and Fayette County.

We currently operate programs in 17 locations, with 5 Stand-Alone Clubhouses, 3 School-Based Clubhouses, 2 Teen Centers, and 7 in-school programs. that include preschool, before/after school, summer camp, teen mentoring, workforce development, STEAM, and sports programs.

We need to reach more. It is our mission to activate and advance the potential of every child, and to do that, we are reducing barriers and expanding services to offer experiences for students from preschool to post graduate. Our approach is focused on delivering a safe, fun, and inclusive environment that sets kids up for success today...and for life.

**We are for kids.**





# Who We Serve

Current Club Kids

**70%**  
are from  
Underperforming  
Schools

**65%**  
are from  
Single Parent  
Households

**70%**  
are Black,  
Immigrants, and  
People of Color





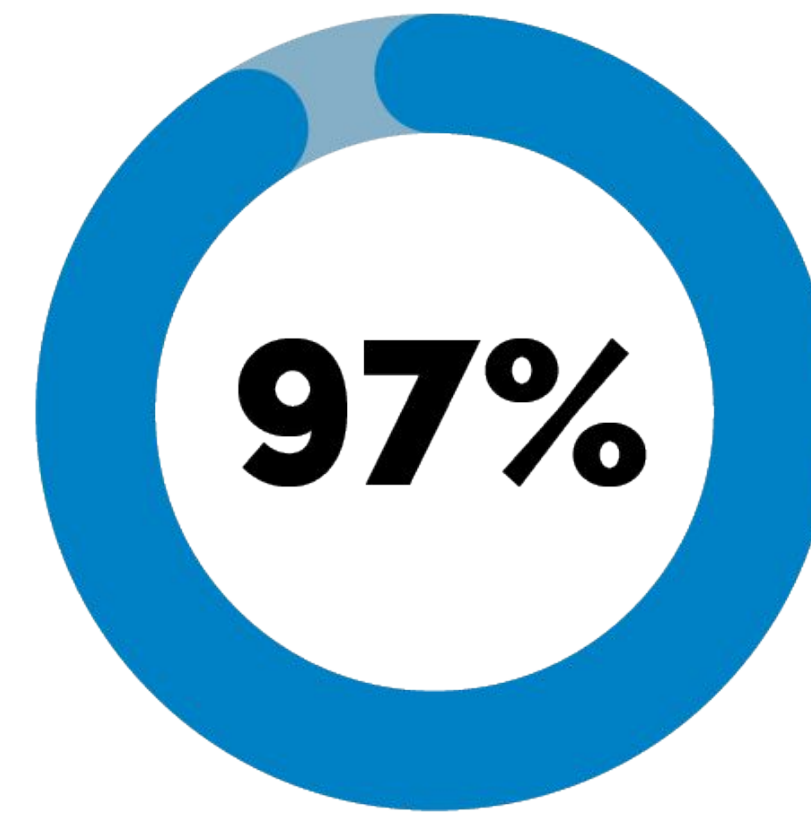


Our responsibility is to respond to the need. That's what we've always done for our kids, for our communities. That's what we will continue to do every day.

**Chris Watts**  
President & CEO  
BGCWPA



*Our impact is **real**.*  
**It Works because we do the work.**



of Club Teens  
expect to graduate  
from High School.



have submitted an  
application to  
post-secondary  
education.





# FOR KIDS

# Campaign

**Launching Q4 2023**



As we approach our 135<sup>th</sup> year, it is time to remind the community that Boys & Girls Clubs of Western Pennsylvania has been helping the kids of our region. For many years, we've kept our heads down and done the work that has needed to be done. Coming out of the pandemic the needs are greater, the number of kids needing help is larger and we need to provide the resources and teams that will be able to provide long-lasting solutions to these kids. Our Kids.

**Our need is great – but the possibility of these kids are greater.** We have the ability to change the direction of their lives by offering services steeped in a commitment to watch them soar.

**FOR KIDS** is our 2-year marketing campaign (digital, PR, outdoor, broadcast, print) that raises awareness around the need of the kids in our region, the opportunities that await them at BGCWPA and the continued good work we do every day.



FOR



FOR LEARNING NEW THINGS. FOR GIVING BACK. FOR FINDING YOUR VOICE. FOR A PLACE THAT'S SAFE. FOR BELIEVING IN YOURSELF. FOR BEING HEARD. FOR OPPORTUNITIES. FOR EDUCATION. FOR A GREAT FUTURE. FOR COMMUNITY. FOR OUR VOICE. FOR BEING SEEN. FOR EXPERIENCE. FOR FRIENDSHIPS. FOR EVERY KID



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# Goals

## What :

- Elevate relevancy and perception
- Strengthen corporate partnerships
- Engage individual donors and alumni

## Campaign Priority Scholarships & Sponsorships

Scholarships provide critical resources to reduce membership barriers related to cost and transportation

Sponsorships allow us to elevate and expand the quality of our programs and projects and deepen partner relationships

## How :

- Strategic marketing & PR campaign with refreshed brand
- Proactive and creative partner opportunities

# FOR KIDS Campaign Sponsorships



	TITLE \$135,000	PREMIER \$100,000	GOLD \$50,000	SILVER \$35,000	BRONZE \$20,000	MAKER'S \$10,000
Social Media Mentions (tagged posts)	6	5	3	2	1	1
1 Piece of Framed Youth Artwork	+	+	+	+	+	+
Company Logo on BGCWPA Website Donation Page	+	+	+	+	+	+
Company Mention in impact report	+	+	+	+	+	+
VIP Clubhouse Tour (1 Tour of 5 Executives per Length of Sponsorship)	+	+	+	+	+	
Golf Foursome	3	2	1	1	1	
A table of 8 for you & your guests & a table for 8 BGCWPA families at For Kids Leadership Awards Gala	+	+	+	+		
Opportunity to present an award at For Kids Leadership Awards Gala	+	+	+			
Opportunity for Free Participation in Volunteer Engagement Activity	+	+	+			
Partner highlight with personalized video thank you	+	+	+			
Logo acknowledgments on 135th campaign branded marketing materials	+	+				
Speaking opportunity at For Kids Leadership Awards Gala	+	+				
Mention in campaign press release	+	+				
VIP Visit from BGCWPA CEO and Team	+					
Recognition as signature BGCWPA Partner at all BGCWPA events	+					



# Additional FOR KIDS Campaign Support Opportunities

The following are available to be added a la cart to your sponsorship bundle or as individual donations.

+ **Name a For Kids Gala Award**  
\$1,500

+ **Clubhouse Shopping**  
\$500: Instacart snack delivery order for 2 months  
\$1,500: Supports the purchase of clubhouse wishlist items

+ **Specialty Program Operating Costs**  
Sports: \$2,500  
STEAM: \$2,500  
Teens: \$2,500

+ **1 Youth in 1 month of BGCWPA Programming**  
\$412

+ **1 Youth in 1 year of BGCWPA Programming**  
\$5,000



# Additional FOR KIDS Campaign Support Opportunities

The following are available to be added a la cart to your sponsorship bundle or as individual donations.



## + Youth Sports Scholarships

\$2,500: Supports 1 Youth Sports League

\$1,000: 5 Youth Sports Scholarships

\$165: 1 Youth Sports Scholarship

BGCWPA continues to provide sports programs to more than 1500 youth yearly offering structured, safe, and positive opportunities for skill development, character-building, and a life-long appreciation for healthy living. BGCWPA seeks to advance our mission and give all communities a chance to play by providing equal opportunities to all youth in the Pittsburgh area while promoting healthy lifestyles.

## + Summer Camp Scholarships

\$1,500: 5 Summer Camp Scholarships

\$180: 1 Summer Camp Scholarship

BGCWPA engages in quality and supportive out-of-school-time programming to uplift the lives of youth and enrich students academically, which continues and expands learning outside of the classroom. Once the traditional school year has ended, parents still need to work, so it's essential that youth have an affordable, safe and enriching place to go. The Summer of Bold Imagination Summer Camp will provide over 300 youth ages 5-13 with 9 themed weeks of engaging topics ranging from world cultures to archeology. Through evidence-based curricula, open gym time, and STEAM activities and in alignment with PA Dept. of Education standards, these programs are designed to promote gross motor skills, academic enrichment, and social-emotional learning.



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# Additional FOR KIDS Sponsorship Opportunities



# Field Trip Sponsor

\$2,000 +

Parents still need to work, so it is important that youth have an affordable, safe and enriching place to go during the summer months. Summer programs follow a themed model with topics ranging from world cultures and the outdoors to robotics and space travel. During all 9-weeks of summer camp, youth will participate in educational field trips including the Carnegie Museum of Art, PNC Park, the Pittsburgh Zoo, the Carnegie Science Center, Camp Guyasuta, Frick Park, Iron City Boulders, and more. With help from partners like you, we can offer wider varieties of field trips and include more enriching summer experiences





# Field Trip Transportation Sponsor

\$1,000 - \$18,000

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While our stand-alone Clubhouses and school-based sites are located in high-need communities, transportation presents a barrier for youth who do not reside within walking distance of our quality programming, for families who work non-traditional hours or do not have access to a vehicle, and for youth involved in programming that requires transportation to external sites. We contract with external providers of transportation services and with your support, we can off-set these transportation costs and allocate funds towards educational field trips, summer camp programming, and scholarship funds.





# Volunteer Day Sponsor

We welcome group volunteers, however, this does come with added expense for the organization. The below levels help to cover the cost of the volunteer day dependent on the group size.

0-10 Volunteers; \$1,000 for Full Day Event Costs  
10-20 Volunteers; \$2,500 for Full Day Event Costs  
20-40 Volunteers; \$5,000 for Full Day Event Costs





# Events Sponsorships



# Nellie King Golf Classic

\$500-\$30,000

The funds generated by the Annual Nellie King Golf Classic are crucial in offering scholarships for youth to attend our programs and financing the cost of nutrition, program, supplies, and learning, resources, so Boys & Girls Clubs of Western Pennsylvania can continue to activate and advance the potential in every child by doing whatever it takes to ensure they have GREAT FUTURES!!

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For more information please contact  
**Cassidy Atteberry-Leahy**  
Corporate & Community Engagement Manager  
[cleahy@bgcwpa.org](mailto:cleahy@bgcwpa.org)



# Empower Her

\$1,000-\$10,000

Guided by the International Women's Day movement, Empower Her is an event to celebrate reflection, advocacy, and action for young women. The event will be filled with fun, educational activities on important topics. Participants will have fun socializing, hearing from influential female speakers, and participating in activities centered around body positivity, craft making, healthy lifestyles, and personal growth. Girls will be grouped by age and given the chance to move through a variety of different fitness, fun, and educational activities.

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[cleahy@bgcwpa.org](mailto:cleahy@bgcwpa.org)



# FOR KIDS Gala

\$1,000-\$30,000

Being named Youth of the Year is the highest honor a Boys & Girls Club member can receive. Established in 1947, Youth of the Year is Boys & Girls Clubs of America's premier recognition program for Club members, promoting service to Club, community and family; academic success; strong moral character; life goals; and poise and public speaking ability. In 2023, BGCWPA hosted the first annual For Kids Gala to support these efforts and to recognize local members for being future change makers and innovators. During last year's ceremony, 37 youth received awards for their accomplishments in programs like sports, STEAM, literacy, and more.

This year, we invite partners, supporters, and families to join forces and celebrate our amazing youth during BGCWPA's new signature For Kids Gala. With this event, we hope to strengthen relationships with our community by highlighting our impact through BGCWPA success stories.

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Join us in  
making a  
difference in kids  
lives.

