



CORPORATE Partnership

Helping our young people learn and grow



BOYS & GIRLS CLUBS
OF SCHENECTADY



CORPORATE PARTNERSHIP PROGRAM

We are excited to invite you to become a valued Corporate Partner. With your support, we will reach more Schenectady kids more often and assure success is within reach of all kids who enter our doors.

Benefits for your business

Along with boosting company morale and increasing positive word-of-mouth business, partnering with the Boys & Girls Clubs of Schenectady benefits companies through:

- Tax deduction
- Alignment with Schenectady's premier youth-serving organization
- Access to the extended network of Boys & Girls Club members and supporters
- Increased visibility and brand loyalty
- Recognition opportunities including events, website and social media
- Increased impact on a common goal
- Building goodwill with your customers, potential customers and the community
- Highlighting your company's philanthropic or corporate values
- Promoting cooperation and collaboration in a competitive business world
- Co-branded marketing

A solid partnership

- Boys & Girls Clubs of Schenectady strives to assure success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle. This is a vision that aligns with many corporations' values.
- We are a 501© 3 tax-exempt nonprofit organization with a certified letter of determination from the IRS.
- We are financially sound and transparent. Our detailed financial information is published in our Annual Report and is available anytime upon request.
- Our organization's leaders are pillars of our community. We are governed by nearly 30 board members and have a wonderfully supportive Auxiliary board. You will recognize our board members as leaders in the Schenectady area.
- We have the capacity to create and maintain a mutually-beneficial partnership. Our Executive Director and Director of Development, along with Advancement Committee members work closely with Corporate Partners year-round.

Your impact

Your investment will help us to:

- Increase visibility and legacy for our cause
- Achieve program and organizational goals
- Develop a stronger link with our community
- Make great futures possible for Schenectady's kids!



Our Purpose

To promote the social, educational, health, leadership and character development of youth during critical periods of their development.

Our Mission

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

Our Vision

To assure success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy life-style.

Our Core Values

- Safe place to learn and grow
- Ongoing relationships with caring adults
- Life-enhancing programming
- Hope & Opportunity
- *Fun!*

GREAT FUTURES START HERE.



BOYS & GIRLS CLUBS
OF SCHENECTADY

Your corporate partnership continues a tradition of *business leadership*

Since 1936, businesses in the Capital Region have been a lifeline of support and advocacy for the Boys & Girls Clubs of Schenectady. Business professionals hold leadership roles on our Board and Auxiliary and serve as liaisons between our organization and their companies. Our Corporate Partners are friends and benefactors who truly believe in our purpose, vision and mission.

Boys & Girls Clubs of Schenectady provides you the unique opportunity to connect with the Schenectady community, build brand awareness and show your company's support of the most important cause: our children. By investing in Boys & Girls Clubs, you can truly make a difference in your community and create great futures for kids who need us most.

Join dozens of Capital Region businesses in supporting the Boys & Girls Clubs of Schenectady. **Corporate Partnership gifts are tax deductible.** *It's a win-win for all involved!*

"90% of Club members have had **zero involvement** with the juvenile justice system."



Your support keeps us *growing*

As a Boys & Girls Clubs of Schenectady Corporate Partner, you make it possible for our organization to offer innovative programming for youth—to assure that all our kids:

- graduate from high school ready for college, trade school, military or employment
- are engaged citizens involved in the community, registered to vote and model strong character
- adopt a healthy diet, practice healthy lifestyle choices and make a lifelong commitment to fitness

Your partnership helps us serve more kids, more often—adding to our current 12,000+ youth reach! You help keep BGCS vital and allow our organization to fulfill its mission of helping kids reach their full potential. Ultimately, you and your employees can take pride in the contributions the Boys & Girls Clubs of Schenectady makes to the lives of so many Schenectady kids.

"95% of our members feel our staff has high expectations for them. Youth who believe this are **15% more likely to graduate high school.**"



Explore the advantages of *partnership*

Corporate Partnerships enhance your connection with the Boys & Girls Club and the community. BGCS Corporate Partners enjoy opportunities to participate in exclusive programs designed to bring companies closer to the heart of the Boys & Girls Club and the community— such as team building through employee volunteerism, co-branding and cause marketing, and much more. In addition, volunteer leadership roles within our organization (*Board of Directors, Auxiliary or Club Blue— our young professionals board*) may be available to your company's key staff.

We work closely with Corporate Partners to create a tailored partnership agreement to **advance your company's philanthropic and marketing objectives**. Our partners benefit from continued exposure on our website and social media channels and widespread print and media recognition, as well as opportunities to speak at events and engage target markets.

“Boys & Girls Club members have more than **2X** the odds of being physically active every day compared with youth nationally.”



Make an *impact*

Corporate Partnerships make it possible for us to **continue, improve and expand** the important programs that have a **direct impact** on the lives of Boys & Girls Club members. Our programs focus on three categories that have been identified as critical to helping youth positively develop: Academic Success, Good Character & Citizenship, and Healthy Lifestyles.

Academic Success

- 94% of youth are on grade level for their age .
- 91% (ages 9-18 years old) expect to graduate from high school (National graduation rate is 65-70%).
- 83% report missing three days or fewer during a full school year.
- 86% report an expectation to attend college.

Good Character & Citizenship

- 92% report they have developed leadership skills.
- 90% have had zero involvement with the juvenile justice system in the last 12 months.
- 89% report a civic responsibility and concern for their Community.
- 92% have set goals for their future.

Healthy Lifestyles

- 90% are engaged in physical activity at least three days per week.
- 98% abstained from all tobacco products.
- 96% abstain from the use of illicit prescription drugs.

Overall Club Experience

- 94% of members believe that Club staff have high expectations for them.
- 81% report a better connection to adults.
- 84% report feeling recognized in their achievements.
- 87% of members feel a sense of belonging at BGCS.

CORE PROGRAM AREAS

"BGCS reaches more than
12,000 youth annually in
16 sites, extensions, camps
and city parks."



Character & Leadership Development

Empowers youth to support and influence their Club and community, sustain meaningful relationships with others, develop a positive self-image, participate in the democratic process and respect their own and others' cultural identities.

CLUB Service, Torch Club, Keystone Club, Junior Staff, Youth of the Year, Youth for Unity, World of Difference

Education & Career Development

Enables youth to become proficient in basic educational disciplines, apply learning to everyday situations and embrace technology to achieve success in a career.

Power Hour, Project Learn, Club Tech, Career Launch, Money Matters, Goals for Graduation, Graduate for Mas

Health & Life Skills

Develops the capacity to engage in positive behaviors that nurture their own well-being, set personal goals and live successfully as self-sufficient adults.

SMART Moves, Passport to Manhood, SMART Girls, Healthy Habits

The Arts

Enables youth to develop their creativity and cultural awareness through knowledge and an appreciation of the visual arts, crafts, performing arts and creative writing.

Fine Arts, Digital Arts, Drama Matters, Music Makers

Sports, Fitness & Recreation

Develops fitness, positive use of leisure time, appreciation for the Environment and social skills.

Triple Play, Gamesroom, Sports Leagues, Swim Team

LEVELS OF PARTNERSHIP

Corporate Partner Benefits

FRIEND
\$1,500

BENEFACTOR
\$2,500

UNDERWRITER
\$5,000

Logo link to company
website on BGCS website,
listed by Partner level in
Annual Report



Company full-color ad
placement

**1/4
PAGE
ALL
EVENTS**

**1/2
PAGE
ALL
EVENTS**

**FULL
PAGE
ALL
EVENTS**

Event Sponsor Recognition
(The event (s) of your choice)
Includes banner display,
complimentary tickets, more

1 EVENT

1 EVENT

**2
EVENTS**

Sponsor-A-Clubhouse
Rights Includes banner/
signage at Clubhouse (s)



Presenting Sponsor Rights
(The event (s) of your choice)

Customized benefits
To be determined.



**GREAT FUTURES
START HERE.**



BOYS & GIRLS CLUBS
OF SCHENECTADY

BRONZE
\$7,500

SILVER
\$10,000

GOLD
\$15,000

PLATINUM
\$25,000+



**FULL
PAGE
ALL
EVENTS**

**PREMIUM
ALL
EVENTS**

**PREMIUM
ALL
EVENTS**

**PREMIUM
ALL
EVENTS**

**ALL
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EVENTS**

**ALL
EVENTS**

**ALL
EVENTS**



1 EVENT

**2
EVENTS**

**2
EVENTS**



Additional Platinum Benefits Include:

- Platinum Partner Spotlight page on BGCSchenectady.org
- Company logo included on publications organization-wide
- Presence at all media-covered events and activities
- Invitations to all stakeholder events
- Opportunity to speak at Annual Meeting
- Great Futures Council membership
- Special employee volunteer and team building activities

SIGNATURE EVENTS



Other Event Opportunities

Rotterdam Winter Gala

This fun event with attendance over 220 patrons has been running for over 50 years. It is a night of great food, live music, dancing, a large silent auction and pure fun! The event primarily supports our Rotterdam Clubhouse operations which serves over 1,200 members! The event also highlights the Rotterdam Clubhouse Youth of the Year as well as the many supporters and sponsors of the programming during the year.

200+

ATTENDANCE

DECEMBER

EVENT DATE



Betty Kay & Jim Cullen Memorial Golf Classic

One of the area's premiere charity Golf Tournaments, the Betty Kay & Jim Cullen Memorial Golf Classic is held at the Mohawk Golf Club in Niskayuna. This event features breakfast, on-course snacks, tacos & margarita station, roaming beverage service, gourmet lunch, and awards ceremony.

120+

GOLFERS

AUGUST

EVENT DATE



Fall Fling & Auction

Our most profitable annual fundraising event, this semi-formal dinner features a cash bar, Silent Auction and exciting Live Auction. The truly elegant, fun affair is highlighted by honorary keynote speakers including inspirational words from one of our youth members and attended by our greatest supporters, dignitaries and community and corporate partners.

250+

ATTENDANCE

NOVEMBER

EVENT DATE





We are pleased to support and partner with
Boys & Girls Clubs of Schenectady at the
Corporate Partner level indicated below:

Please complete this form to confirm your chosen Partnership Package.

- ☐ Friend \$1,500
- ☐ Benefactor \$2,500
- ☐ Underwriter \$5,000
- ☐ Bronze \$7,500
- ☐ Silver \$10,000
- ☐ Gold \$15,000
- ☐ Platinum \$25,000+

COMPANY NAME

PRIMARY CONTACT NAME AND TITLE

COMPANY ADDRESS

TELEPHONE

EMAIL ADDRESS

☐ Please invoice

☐ I have enclosed a check made payable to 'Boys &
Girls Clubs of Schenectady'

Please charge my credit card:

☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

NAME ON CARD

CARD NUMBER

EXPIRATION DATE

CVC CODE

Completed forms can be mailed to:

Boys & Girls Clubs of Schenectady
Attn: Corporate Partnerships
PO Box 466
Schenectady, New York 12301

Or fax completed form to: (518) 374-4433

Benefit selection:

EVENT OF YOUR CHOICE

ADDITIONAL EVENT OF YOUR CHOICE (IF APPLICABLE)

CLUBHOUSE PREFERENCE (IF APPLICABLE)

CUSTOMIZED BENEFITS REQUESTED (IF APPLICABLE)

CUSTOMIZED BENEFITS REQUESTED (IF APPLICABLE)

BGCS PROGRAM AREA(S) OF INTEREST

COMPANY MARKETING CONTACT NAME

COMPANY MARKETING CONTACT TELEPHONE

COMPANY MARKETING CONTACT EMAIL



BOYS & GIRLS CLUBS
OF SCHENECTADY

Our Resource Development Team

The Boys & Girls Clubs of Schenectady's RD Team is here to help! If you need additional information about our Corporate Partnership Program, supporting a specific program, corporate volunteer opportunities, co-branding or cause marketing, engaging our stakeholders or any other type of assistance, we would be happy to schedule a meeting or formal presentation at your convenience.

Please contact:

Tish Czachor

Phone (518) 374-4714

Email tczachor@bgcschenectady.com





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PO Box 466 Schenectady, New York 12301
Phone (518) 374-4714 Fax (518) 374-4433

www.bgcschenectady.org