



MADISON SQUARE
BOYS & GIRLS CLUB
FOUNDATION

2024

YOUTH OF THE YEAR CELEBRATION

Corporate Sponsorship Benefits & Opportunities



MADISON SQUARE BOYS & GIRLS CLUB FOUNDATION

Madison Square Boys & Girls Club Foundation will present the 12th Annual Youth of the Year event on Wednesday, May 15, 2024. We hope you will join us for this beloved celebration and show your support for our outstanding 2024 Youth of the Year finalists. It is a night to stand with them, hear their stories of triumph over adversity, and celebrate their extraordinary achievements.



WHEN

Wednesday, May 15 at 6:00 p.m. EST

WHERE

Pier Sixty at Chelsea Piers

WHY

Youth of the Year is our premier national recognition program for Club members and is the highest honor a Club member can achieve. The program celebrates youth who have overcome enormous odds and stand out for service to the Club, community and family, academic success, strong moral character, and life goals. Madison's Clubhouses will name one outstanding youth to represent their Clubhouse in 2024, and of those youth, one of them will be named Madison Square Boys & Girls Club 2024 Youth of the Year!

MADISON SQUARE BOYS & GIRLS CLUB

Since 1884, Madison Square Boys & Girls Club has provided a safe, stable, supportive environment for youth in some of New York City's most under-served neighborhoods. Programs are engineered to empower each member to achieve three priority outcomes: Academic Success, Good Character & Citizenship, and the adoption of a Healthy Lifestyle. Every day, Madison provides its members with a safe and positive environment, one where fun is encouraged and positive role models are plentiful. A founding member of Boys & Girls Clubs of America, Madison currently serves youth ages 6 to 18 at six Clubhouses throughout Harlem, Brooklyn, and the Bronx.



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THE IMPACT OF YOUR SPONSORSHIP



In 2024, Madison Square Boys & Girls Clubs celebrates 140 years of empowering and uplifting New York City's youth. We take pride in our enduring role as an anchor in our communities, a partner to families, and a springboard of potential for children and teens.

In an increasingly complicated world, the need for our services has only grown stronger. Today's young people are navigating social issues related to injustice, inequities and social media, as well as learning losses and mental health challenges.

During this uniquely challenging time, we serve 3,000 youth annually at six Clubhouses across Brooklyn, the Bronx and Harlem. Our members, primarily ages six to 18, enjoy a safe and inclusive place after school and in the summers to have fun and make friends. We impact their lives by providing strong mentorship and focusing on academic success, healthy lifestyles, character and leadership development, and workforce readiness.

Your sponsorship of the 12th Annual Youth of the Year Celebration will help ensure we can provide the best Clubs and programs for our city's youth. They deserve the opportunities and tools to succeed now and in the future, regardless of where they live or what they face. We are grateful for your partnership and vital role in our mission.



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CORPORATE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$100,000 *Tax deductibility: \$95,200*

- Two tables of twelve (12) with premier seating at the event
- Opportunity for an executive to serve as a judge for the Youth of the Year competition
- VIP speaking opportunity
- Prominent verbal and onscreen recognition during the event program
- Logo presence on front cover of digital event journal and premium placement for full-page color ad
- Company logo featured on event webpage
- Company logo featured on digital event invitation
- Dedicated social media post (Facebook, Twitter, Instagram) before, during, or after the event
- Recognition in a Madison Monthly e-newsletter (*distribution of 5,400*)
- Invitation to host a volunteer event with our members
- Feature in Annual Report (*print distribution of 1,000+, digital distribution of 5,400*)
- Invitation to set up a networking opportunity with one of six Youth of the Year and their Clubhouse Adviser
- Name/logo featured on Madison Square Boys & Girls Club Corporate Partners webpage

SUPERHERO SPONSOR: \$50,000 *Tax deductibility: \$45,200*

- Two tables of twelve (12) with VIP seating at the event
- Prominent onscreen logo recognition during the event program
- Full-page color ad with premium placement in the digital event journal
- Company logo featured on event webpage
- Company logo featured on digital event invitation
- Inclusion in dedicated social media post (Facebook, Twitter, Instagram) before, during, or after the event
- Recognition in a Madison Monthly e-newsletter (*distribution of 5,400*)
- Invitation to host a volunteer event with our members
- Feature in Annual Report (*print distribution of 1,000+, digital distribution of 5,400*)
- Invitation to set up a networking opportunity with one of six Youth of the Year and their Clubhouse Adviser
- Name/logo featured on Madison Square Boys & Girls Club Corporate Partners webpage



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CORPORATE SPONSORSHIP OPPORTUNITIES

HERO SPONSOR: \$30,000 *Tax deductibility: \$27,600*

- One table of twelve (12) with priority seating at the event
- Prominent onscreen logo recognition during the event program
- Full-page color ad in the digital event journal
- Company logo featured on event webpage
- Company logo featured on digital event invitation
- Inclusion in social media post (Facebook, Twitter, Instagram) before during, or after the event
- Recognition in a Madison Monthly e-newsletter (*distribution of 5,400*)
- Logo included in Annual Report (*print distribution of 1,000+, digital distribution of 5,400*)
- Invitation to host a volunteer event with our members
- Invitation to setup a networking opportunity with one of six Youth of the Year and their Clubhouse Adviser
- Name/logo featured on Madison Square Boys & Girls Club Corporate Partners webpage

MENTOR SPONSOR: \$20,000 *Tax deductibility: \$18,000*

- One table of ten (10) at the event
- Prominent onscreen logo recognition during the event program
- Full-page color ad in the digital event journal
- Company logo featured on event webpage
- Company logo featured on digital event invitation
- Inclusion in social media post (Facebook, Twitter, Instagram) before, during, or after the event
- Invitation to host a volunteer event with our members
- Recognition in a Madison Monthly e-newsletter (*distribution of 5,400*)
- Listing in Annual Report (*print distribution of 1,000+, digital distribution of 5,400*)

For more information on corporate sponsorship, please contact Denise Cante at dcante@madisonsquarefoundation.org.



**MADISON SQUARE
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CORPORATE SPONSORSHIP RESPONSE FORM

Yes, I/we would like to participate in the Youth of the Year Event

SPONSORSHIP LEVEL: \$ _____

**I AM UNABLE TO ATTEND, BUT WISH TO SUPPORT THE EFFORTS.
SPONSORSHIP LEVEL: \$** _____

PAYMENT METHOD:

CHECK ENCLOSED CREDIT CARD OTHER, PLEASE SPECIFY: _____

NAME/COMPANY: _____
(as you wish to be listed on event materials)

CONTACT: _____ **TITLE:** _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____

EMAIL: _____

CREDIT CARD TYPE: _____ **CC #:** _____

EXP: _____ **CCV:** _____

SIGNATURE: _____

FOR MORE INFORMATION ON CORPORATE SPONSORSHIP, PLEASE CONTACT DENISE CANTE AT DCANTE@MADISON SQUARE FOUNDATION.ORG.

**PLEASE MAKE CHECKS PAYABLE TO:
MADISON SQUARE BOYS & GIRLS CLUB FOUNDATION
PO BOX 1185
NEW YORK, NY 10039**