

THE 2017 YOUTH OF THE YEAR FUNDRAISING GALA RAISED OVER \$575,000

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IGNITE THE FUTURE
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BE THE SPARK AND IGNITE A TEEN'S FUTURE TODAY

Through your support of Boys & Girls Clubs of Metro Atlanta, you are igniting the futures of the 3,300+ kids and teens that come through our doors each day. In our Clubs, kids are empowered to become young leaders. We show them the responsibilities of citizenship and expose them to different cultures. We teach them about potential career paths and help them develop skills related to interviewing and public speaking. Perhaps most importantly, we focus on the value of building meaningful relationships, developing a strong self-image, and serving as a positive influence.

Join us and be the light in the lives of the kids that need us most.

To sign up for sponsorship online, visit www.bgcma.org/bethespark



1275 PEACHTREE STREET NE, SUITE 500 ATLANTA, GA 30309
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2018 YOUTH OF THE YEAR FUNDRAISING GALA

BENEFITING BOYS & GIRLS CLUBS OF METRO ATLANTA

FRIDAY, NOVEMBER 2, 2018

THE FAIRMONT – 1429 FAIRMONT AVE, ATLANTA, GA 30318

6:00 PM COCKTAIL RECEPTION

7:00 PM DINNER & PROGRAM

COCKTAIL ATTIRE



WHAT IS YOUTH OF THE YEAR?

Youth of the Year is a year-round character and leadership program that recognizes Boys & Girls Club members who demonstrate leadership skills, academic achievement, and service within our community. Nearly 600 teens ranging from ages 14-18 participate in this program every year, building skills that will ignite their future.



Every month, Clubs select a young man or woman who is a leader in their Club and community and, from this group, one candidate is chosen to represent their Club at the annual Youth of the Year Fundraising Gala.

Leading up to this event, teens participate in an 8-week program offering workshops around interviewing, public speaking, and building their personal brand. The culminating event is the Youth of the Year Fundraising Gala – and we'd love for you to take part.

During this event, teens share their story about who they are, what they have learned, and where they are going. At the end of the night, one teen is crowned Boys & Girls Clubs of Metro Atlanta's Youth of the Year – the most prestigious honor of the organization.

We hope you can join us and support these amazing kids!

KAI HARTMAN YOUTH OF THE YEAR 2017–2018



Kai Hartman was just 7 years old when she walked through the doors of the Douglas County Boys & Girls Club feeling shy and insecure – all because of her “crooked smile.” The bullies at school had dimmed Kai's light.

But over time, Kai began to discover that inner qualities like character and integrity speak loudest about one's beauty, and this shines from the inside out. Along the journey at her Club, Kai also discovered her gifts and passions in poetry and public speaking – gifts she now uses to help other youth ignite their own talents and discover their dreams.

Kai believes all kids and teens deserve a loving support system like the one she has at the Douglas County Boys & Girls Club. She says Club Executive Director, Steve Hord, and staff member, Mr. Courtney, are the two people who have taught her to use her voice, and Kai has done just that.

With a heart for giving back, Kai raises money for her own cheerleading program to provide a positive outlet for girls at the Club who cannot afford to participate in school sports. She also volunteers at a food pantry in her community.

This fall, Kai will be attending her dream school, Howard University in Washington, DC, to pursue her film and media degree. Kai believes the creative arts can be a beacon of hope – an important spark – to change the world.

2018 SPONSORSHIP OPPORTUNITIES

\$50,000 VISIONARY SPONSOR

- Presenting Sponsor at Youth of the Year Fundraising Gala
- VIP Reception Sponsor to create all-branded experience for VIP guests
- VIP speaking opportunity
- VIP signature cocktail naming opportunity
- Step & Repeat banner logo presence in registration area
- Co-branded logo exposure on podium banner
- Three tables of 10 seats for guests to attend the event
- 30 invitations to the VIP Reception
- Exclusive opportunity for an Executive to serve as a Super Judge at the event
- Front cover logo presence on the event program booklet
- Marketing materials inserted in vehicles using valet service (provided by sponsor)
- Logo presence on the Youth of the Year candidate posters
- On-Screen logo recognition during main event
- Feature in BGCMA Digital Newsletter
- Feature on BGCMA Facebook Group
- BGCMA website recognition (www.bgcma.org) Home Page, Youth of the Year Event Page, and Sponsorship Page
- Opportunity to engage employees as mentors or volunteers

\$25,000 INNOVATOR SPONSOR

- Presenting Sponsor of General Reception at Youth of the Year Fundraising Gala
- Signature cocktail naming opportunity
- Step & Repeat banner logo presence in registration area
- Three tables of 10 seats for guests to attend the event
- 20 invitations to the VIP Reception
- Exclusive opportunity for an Executive to serve as a Super Judge at the event
- Logo presence in event program booklet
- Logo presence on the Youth of the Year candidate posters
- On-Screen logo recognition during main event
- Feature on BGCMA Facebook Group
- BGCMA website recognition (www.bgcma.org) on Youth of the Year Event Page and Sponsorship Page
- Marketing materials inserted in vehicles using valet service (provided by sponsor)
- Opportunity to engage employees as mentors or volunteers

\$15,000 PIONEER SPONSOR

- Presenting Sponsor at Preliminary Judging Event in October
- Two tables of 10 seats for guests to attend the event
- 10 invitations to the VIP Reception
- Logo presence in event program booklet
- On-Screen logo recognition during main event
- On-Screen logo recognition during main event
- BGCMA website recognition (www.bgcma.org) Youth of the Year Event Page and Sponsorship Page
- Opportunity to engage employees as mentors or volunteers

\$10,000 CHAMPION SPONSOR

- One table of 10 seats for guests to attend the event
- 6 invitations to the VIP Reception
- Company name listed in event program booklet
- On-Screen logo recognition during main event
- BGCMA website recognition (www.bgcma.org) Youth of the Year Event Page and Sponsorship Page
- Opportunity to engage employees as mentors or volunteers

\$5,000 ADVOCATE SPONSOR

- One table of 10 seats for guests to attend the event
- Company name listed in event program booklet
- Opportunity to engage employees as mentors or volunteers

TO SIGN UP FOR SPONSORSHIP ONLINE, VISIT WWW.BGCMA.ORG/BETHE/PAAR