



# SPONSORSHIP PACKET





# 2017 SPONSORSHIP PACKET

## Dear Community Partner,

The Bloomington-Normal Area Sports Commission, as part of the Bloomington-Normal Area Convention and Visitors Bureau, was created to retain and attract international, national, and regional sporting events to the Bloomington-Normal Area. We acknowledge that sports are a life-style. Because of this, they provide sponsors with an opportunity to become part of that life-style and to reach passionate sports audiences.

Included in the following packet is information about our sponsor packages for The Youth Classic Golf Tournament, an event owned and operated by the Bloomington-Normal Area Sports Commission. We hope that you can find a package that suits your company's business strategy. In doing so, your sponsorship will directly support economic development in the Bloomington-Normal area, and associate you with a first-class event.

The Bloomington-Normal Area Sports Commission would like to thank you for taking the time to look over this sponsorship information. Our hope is that you will join us as a participating sponsor.

Visit our website at [www.theyouthclassic.com](http://www.theyouthclassic.com) to gain more insight into the event.

Sincerely,

Matt Hawkins  
Sports Director

## TYC Steering Committee

Rachael Behrens  
Jason Bunn  
Jordan Carpenter  
Nathan Foster  
Patrick Freeman  
Karen Harris  
Tom Harris  
Matt Hawkins  
Jeff Hunt  
Melissa Libert  
Brie Lohr  
Sarah Lyman  
Connie Mandula  
Jimmy Mapugay  
Mike McClellan  
Nancy Nelson  
Steve Newman  
Craig Onsrud  
Steve Petersen  
Laura Provost  
Bryan Stillwell  
Jon Voegele  
Paul Werkman  
Bill Wills  
Jason Wingate







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## The Sports Commission

The Bloomington-Normal Area Sports Commission, in its current structure, was formed in 2003 by the Bloomington-Normal Area Convention & Visitors Bureau (BNACVB) and a handful of citizens that had a passion for sports. This organization was formed in order to assist the BNACVB bring sporting events to Bloomington-Normal, increase the economic impact in our communities, and enhance the overall quality of life.

The Sports Commission has continued to grow its membership base, which consists of local hotels, individual businesses, and over 200 individual/volunteer members. Since our inception thousands of athletes have participated in our events, and millions of dollars in economic impact have been produced for our local businesses through sporting events.

## Sponsor Benefits

### Why Sports?

- It is grassroots programming at its best: sport allows for grassroots marketing opportunities that can involve the consumer, trade and sales force in programs that move product.
- Local support: Local communities rally around sporting events: A well-executed tournament becomes a source of civic pride and a commercial benefit for local businesses.
- Player/spectators support athletic sponsors: Research indicates a positive intent to purchase exists for those companies aligned with events that are relevant to consumers. Sporting events are very relevant, because the fans are the event.
- Positive environment: Sporting events are fun, active, spectator and family friendly. The atmosphere is similar to that of a county fair, although the competition is serious.
- Captive audience: The layout of most tournaments within specified boundaries keeps the spectators within a defined area for an extended period of time as fans, friends and families follow their teams' progress. This leads to multiple sponsor exposures.

### Why the Sports Commission?

- The Bloomington-Normal Area Sports Commission is the source for the majority of amateur sports in McLean County.
- The Sports Commission offers a "non-cluttered" environment. Unlike many other organizations, our tournaments will not be over commercialized. Sponsor presence will be "felt", not lost.
- The Sports Commission will design flexible programs to meet sponsor needs.
- The Sports Commission is cost effective versus other sponsorship opportunities.
- Sports Commission events are very well run and offer a positive environment.





# 2017 SPONSORSHIP PACKET

## The Tournament

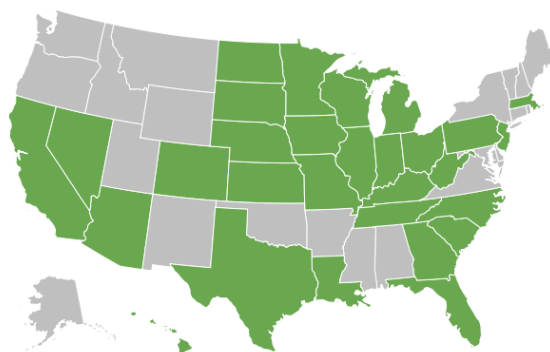
**Dates: June 25-28, 2017**

The Youth Classic takes place over four days in June. The TYC attracts 350 golfers participating 8 divisions for boys and girls, and 4 special needs divisions. Awards are presented to the top ten golfers in each division. The entry fee includes a practice round, two rounds of competition, lunch/snack during competition rounds, range balls, entry into the Skills Challenge with dinner, tee gifts, a tournament program and awards. Golfers aged 3-11 are also encouraged to participate in the Parent-Child Tournament.

## TYC History

With premier golf facilities and the lack of any local youth golf tournaments, The Youth Classic was created in 2002. The TYC attracts local youth and other golfers from across the country and from around the world.

The mission of The Youth Classic is to provide a competitive, professionally-conducted youth golf tournament, and to generate tourism to the Bloomington-Normal area. Since 2002, the TYC has strived to provide a positive, competitive environment for junior golfers ages 3 through 22 and to assist in their development and growth through golf. In conjunction with community leaders and businesses, the TYC creates an event that brings golfers and their families from all over the country to Bloomington-Normal to generate tourism and positively impact the local economy. Since 2002, the tournament has attracted golfers from 29 states and 14 foreign countries.



29 States Represented

**\$135,600**

in economic impact is  
generated annually

More than  
**32,000**  
website hits  
annually





# 2017 SPONSORSHIP PACKET

## Why Sponsor the TYC?

### Investment in our Youth

- In 2010, with the assistance of Special Olympics Illinois, a Special Needs Division was added to the TYC. The addition of the Special Needs Division made the TYC open to kids of all abilities. If the TYC is able to generate enough revenue, we plan to offer free registration for our special needs players.
- If substantial profit is made over a period of time, the TYC steering committee plans to offer a scholarship program for our participants. Through an application process, TYC players would be awarded scholarships for both tournament registration and college expenses.

### Economic Impact

- Sports tourism from hosting amateur sports tournaments is responsible for significant economic impacts, including tax revenue, job creation, and subsequent re-spending within an economy.
- Economic impact from the TYC will positively affect our tournament sponsors directly and/or indirectly through visitor spending, and will ultimately enhance the quality of life in Bloomington-Normal.

### Tournament Support

- Sponsorship of the tournament allows the TYC steering committee to invest in the value of the event. In order to attract the quality and quantity of youth golfers needed to maintain a top-tier tournament, the TYC needs to provide first-class services and amenities. Items such as adequate signage, quality tee gifts, pin flags, and offerings like the Skills Challenge and Parent-Child Tournament add to the attractiveness of The Youth Classic.







# 2017 SPONSORSHIP PACKET

## Testimonials

"Our company's core values speak to the prioritizing family first, endeavoring to achieve excellence in our operations and being engaged in our community. The Youth Classic exemplifies these values and is an **outstanding addition** to the many sporting activities the Sports Commission has brought to our area."

~ Rich Zeller

*President, Avanti's Italian Restaurant*

"From a business owner's standpoint, I must stress the importance of community events and activities, because our area McDonalds restaurants receive a great deal of recognition from our sponsorship of the Sports Commission. **By hosting these events in our area, they create an impact that is felt by all area businesses.**"

~ Bob Dobski

*President, McDonalds of Bloomington-Normal*

"We are passionate and dedicated to serving the business community and helping our membership thrive; which is why we are proud to support The Youth Classic. Each year the tournament draws more and more families to Bloomington-Normal, and the **influx of visitors is felt at many of our member businesses.**"

~ Charlie Moore

*President & CEO, McLean County Chamber of Commerce*

"I encourage our young golfers to play in The Youth Classic each summer. It's a **well-organized tournament**, played on great golf courses and it provides healthy competition...all at a reasonable price".

~ Jim Miner

*Boys Golf Head Coach, Macomb High School*

"The Youth Classic has become one of the **premier junior golf tournaments in the state**. I strongly encourage my current players to enter the college division and would also highly recommend all junior golfers to enter their applicable division as well."

~ Jim Ott

*Men's Golf Head Coach, Illinois Wesleyan University*

"The Youth Classic is one the premier events in Illinois, because of its level of competition. I send my golfers to the TYC every year to compete against other great golfers to get good experience against quality competition. **It's a great tournament, at great courses, and in a great community.**"

~ Dave Ragone

*Men's Golf Head Coach, Monmouth College*





# 2017 SPONSORSHIP PACKET

## Sponsorship Levels

THE YOUTH CLASSIC	TITLE \$15,000	PRESENTING \$5,000	COURSE (varies)	GOLD \$1,000	GREEN \$750	RED \$500	BLUE \$250
Event Naming Rights							
Sponsor banners at courses							
Sponsor name/logo on all printed materials							
Sponsor promoted via email and social media							
Sponsor booth at event sites							
Rights to participants list							
Sponsor featured in all media releases							
Sponsor logo on tournament website							
Sponsor listing on tournament website							
Link on event website to sponsor's website							
Sponsor info included in player packets							
Sponsor sign at golf course							
Sponsor logo on scorecards							
Advertisement in tournament program							
Listing in tournament program							
Placement on local map							





# 2017 SPONSORSHIP PACKET

## Sponsorship Details

### Title Sponsor *(1 available)*

**\$15,000**

- The event will be named, "The Youth Classic presented by [SPONSOR]"
- Sponsor will be allowed to display company banners and/or other signage at tournament sites. Sponsor banners will be larger in size and number than banners or signage of other sponsors
- Sponsor name and/or logo will appear in a prominent position on all printed material, including but not limited to application form, promotional giveaways, signs, banners, pin flag, promotional fliers and posters, event awards, shirts, billboards, and programs
- Sponsor logo would appear on all pages of the official tournament web site with a direct link to the Sponsor's web site
- Sponsor will be featured in all email marketing and social media publicity for event
- Sponsor will be featured in a Pantagraph advertisement to promote the tournament
- Sponsor will receive two full-pages in the tournament program (sponsor provides artwork)
- Sponsor will have the opportunity to distribute promotional materials at each tournament site and/or in player packets
- Sponsor will be provided with full participant list and will have exclusive rights to contact players and their parents/guardians
- Sponsor will be included in all press releases and invited to participate in all media coverage concerning the tournament
- Opportunity to offer employees as volunteers for the tournament
- Opportunity to promote the tournament via Sponsor employees, and through Sponsor publications
- Invitation for 12 people to the Skills Challenge dinner held on Monday night of the tournament
- Sponsor logo included on all tournament scorecards
- One sponsor sign displayed at each course throughout the tournament
- Business location will be recognized on map provided to tournament participants







# 2017 SPONSORSHIP PACKET

## Sponsorship Details continued

### Presenting Sponsor *(2 available)*

**\$5,000**

- Opportunity to Sponsor a specific special event, i.e. Skills Challenge or Parent-Child Tournament
- Opportunity to offer employees as volunteers for the tournament
- Sponsor logo on the tournament website and a link to the Sponsor's website
- Sponsor will be featured in various social media publicity for the event
- Sponsor will be included in all press releases concerning the tournament
- Sponsor will be featured in a Pantagraph advertisement to promote the tournament
- Full page advertisement in the tournament program (Sponsor provides artwork)
- Opportunity to distribute promotional materials at each tournament site
- Opportunity to insert information/coupons with gift bag/registration materials
- Invitation for 8 people to the Skills Challenge dinner held on Monday night of the tournament
- One Sponsor sign displayed at each course throughout the tournament
- Business location will be recognized on map provided to tournament participants





# 2017 SPONSORSHIP PACKET

## Sponsorship Details continued

### Course Sponsor *(6 available)*

**The Den at Fox Creek** \$2,000  
~80 boys ages 16-17

**Highland Park Golf Course** \$1,000  
~35 boys and girls ages 10-11

**Ironwood Golf Course** \$1,500  
~65 boys and girls ages 12-15

**The Links at Ireland Grove** \$1,000  
~40 boys and girls ages 3-9

**Prairie Vista Golf Course** \$1,500  
~60 boys and girls ages 14-17

**Weibring Golf Club at Illinois State University** \$2,000  
~75 men and women ages 18-22

- Sponsor logo on sponsors and golf course webpages with a link to the Sponsor's website
- Sponsor is welcome to use a golf cart to interact with players and parents on the course
- Sponsor is welcome to assist the starter in the announcement of players on the first tee
- Opportunity to offer employees as volunteers for the tournament
- Sponsor will be featured in a Pantagraph advertisement to promote the tournament
- Half page advertisement in the tournament program (Sponsor provides artwork)
- Sponsor logo included on tournament scorecards for sponsored course
- Opportunity to distribute promotional materials at sponsored course
- Opportunity to insert information/coupons with gift bag/registration materials
- Invitation for 4 people to the Skills Challenge dinner
- Two Sponsor signs displayed at sponsored course throughout the tournament
- Business location will be recognized on map provided to tournament participants





# 2017 SPONSORSHIP PACKET

## Sponsorship Details continued

### Gold Sponsor

**\$1,000**

- Sponsor logo on the sponsors page of the tournament website with a link to the sponsor's website
- Sponsor will be listed in a Pantagraph advertisement to promote the tournament
- Half page advertisement in the tournament program (Sponsor provides artwork)
- Opportunity to insert information/coupons with gift bag/registration materials
- One Sponsor sign displayed at each course throughout the tournament
- Business location will be recognized on map provided to tournament participants

### Green Sponsor

**\$750**

- Listing on the sponsors page of the tournament website with a link to the Sponsor's website
- Sponsor will be listed in a Pantagraph advertisement to promote the tournament
- Quarter page advertisement in the tournament program (Sponsor provides artwork)
- One Sponsor sign displayed at each course throughout the tournament
- Business location will be recognized on map provided to tournament participants

### Red Sponsor

**\$500**

- Large text listing on the sponsors page of the tournament website
- Sponsor will be listed in a Pantagraph advertisement to promote the tournament
- Business card size advertisement in the tournament program (Sponsor provides artwork)
- Business location will be recognized on map provided to tournament participants







# 2017 SPONSORSHIP PACKET

## Sponsorship Details continued

### Blue Sponsorship

\$250

- Small text listing on the sponsors page of the tournament website
- Listing of your business in the TYC tournament program
- Sponsor will be listed in a Pantagraph advertisement to promote the tournament
- Business location will be recognized on map provided to tournament participants

### In-Kind Sponsorship

- If your company would like to make an in-kind contribution, please contact Matt Hawkins at [matt@visitbn.org](mailto:matt@visitbn.org) or 309-665-0033.

For more information on these sponsorship opportunities, in-kind, or customized sponsorship opportunities, contact:



**Matt Hawkins**  
Sports Director  
P: 309-665-0033  
F: 309-661-0743  
[matt@visitbn.org](mailto:matt@visitbn.org)





# 2017 Sponsor Agreement

The undersigned entity hereby agrees to be a sponsor of The Youth Classic (TYC) golf tournament to be conducted by the Bloomington-Normal Sports Commission, June 25-28, 2017, at the following level: (check one)

## SPONSORSHIP LEVELS

- |                          |                    |          |
|--------------------------|--------------------|----------|
| <input type="checkbox"/> | Title Sponsor      | \$15,000 |
| <input type="checkbox"/> | Presenting Sponsor | \$5,000  |
| <input type="checkbox"/> | Gold Sponsor       | \$1,000  |
| <input type="checkbox"/> | Green Sponsor      | \$750    |
| <input type="checkbox"/> | Red Sponsor        | \$500    |
| <input type="checkbox"/> | Blue sponsor       | \$250    |

- |                          |                            |         |
|--------------------------|----------------------------|---------|
| <input type="checkbox"/> | Course Sponsor             |         |
| <input type="radio"/>    | The Den at Fox Creek       | \$2,000 |
| <input type="radio"/>    | Highland Park Golf Course  | \$1,000 |
| <input type="radio"/>    | Ironwood Golf Course       | \$1,500 |
| <input type="radio"/>    | The Links at Ireland Grove | \$1,000 |
| <input type="radio"/>    | Prairie Vista Golf Course  | \$1,500 |
| <input type="radio"/>    | Weibring Golf Club         | \$2,000 |

## PAYMENT OPTIONS

- |   |   |
|---|---|
| <input type="checkbox"/> Please Invoice | <input type="checkbox"/> Check included made payable to: <b>The Youth Classic</b> |
|---|---|

## CONTACT INFORMATION

Sponsor agrees to make payment to **The Youth Classic** by June 10, 2017. Sponsor agrees to provide ad artwork by June 1, 2017.

Business/Organization Name

Address

City

State

Zip

Email

Phone

Contact Person (Please print)

Sponsor Signature

Date

Matt Hawkins

The Youth Classic Representative

Matt Hawkins

TYC Signature

Please return this agreement and payment to:

The Youth Classic | 3201 CIRA Drive, Suite 201 | Bloomington, IL 61704 | [matt@visitbn.org](mailto:matt@visitbn.org) | 309.665.0033

