



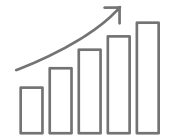
Charlotte Young Professionals Group’s 4th annual CYPGolf Tournament and *Cheers for Charity* fundraising events will once again serve the organization’s diverse group of 280+ members and their guests in supporting and fundraising for two local nonprofit organizations that have made a significant impact in the Charlotte community. Within the past three years, CYPGolf Tournament and *Cheers for Charity*, the post-tournament celebratory event, have donated over \$48,000 directly to Carolina Youth Coalition and Freedom Communities.



280+
Members



\$48K+
Raised for charity



116,900
Organic LinkedIn impressions in 2023

About Charlotte Young Professionals Group

Founded in 2019, CYPG has a membership of over 280 driven young professionals in the Charlotte region that encompass almost every industry and sector in the Charlotte market. CYPG provides its members with mentorship programs, leadership empowerment, professional development, industry collaboration, opportunities to give back to the local community and much more. Membership is exclusively for Charlotte’s best and brightest young professionals between the ages of 22 - 36. Additionally, CYPG members have received prestigious recognition from various publications, including Charlotte Business Journal’s 40 Under 40 List and others.



Meet the Benefiting Charities

Carolina Youth Coalition

- Carolina Youth Coalition is a 501(c)(3) nonprofit organization that nurtures and propels high-achieving, under-resourced students to and through college.
- The organization serves Fellows through its Torch Fellows program aiming to prepare students for collegiate academics and admissions preparation. Upon a college decision aligning, Fellows go through the College Fellows program aiming to set them up for a successful transition into the collegiate environment.
- Since 2018, Fellows have earned over \$59 million in scholarship offers and 74% are attending four-year universities completely debt free.

Freedom Communities

- Freedom Communities is a 501(c)3 nonprofit organization that wants to not only address basic needs but also disrupt the cycle of intergenerational poverty, serve neighbors in a holistic way, and support the process of human transformation to enable them to thrive. The impetus behind Freedom Communities was a 2014 joint Harvard & UC Berkeley study that ranked Charlotte last place out of 50 cities for social mobility. Moreover, this lack of social mobility disproportionately affects minorities.
- Since its founding in 2018, Freedom Communities has served over 2,000 families in the Charlotte community through affordable housing, early education, family stability programming and collaborative partnership opportunities.

Why Partner with CYPG

Partners of CYPG receive many benefits, such as:

- Brand recognition and visibility in front of CYPG members and guests, providing exclusive targeted marketing directly to Charlotte's premier group of young professionals between the ages of 22 - 36 years old.
- Networking with and supporting CYPG's diverse membership base, event partners and the nonprofit beneficiaries
- Strategic employee recruitment and access to our value-based group of ambitious individuals with professional careers and experiences in all sectors and industries that are in the Charlotte market



CYPGolf Tournament Sponsorship Opportunities

Presenting Sponsor: \$10,000

- Exclusive opportunity to be the title sponsor of the CYPGolf Tournament with company name incorporated into the CYPGolf Tournament logo
- Recognition and logo inclusion in all pre-event marketing materials, ads and media, with acknowledgement as underwriter of the CYPGolf Tournament
- (2) Foursomes
- (1) Tee sign, specifically the “Longest Drive” competition hole
- Onstage recognition by CYPG president + onstage opportunity to speak in front of audience at the *Cheers for Charity* post-tournament celebratory event
- Introduction to charitable beneficiaries by a CYPG board member
- (2) dedicated social media posts on all CYPG social channels
- (2) dedicated email blasts to all CYPG membership base
- Logo on event ticketing page with clickthrough link of choice
- Logo on the CYPG website for one year with designation as “Proud Partner of CYPG”
- Logo inclusion on event recap sponsor “thank you” social media post and email blast with all event sponsors

Ace Sponsorship: \$5,000

- Recognition and logo inclusion in all pre-event marketing materials, ads and media, etc.
- (1) Foursome
- (1) Tee sign
- Signage in all golf carts
- Onstage recognition by CYPG president at the *Cheers for Charity* post-tournament celebratory event
- Introduction to charitable beneficiaries by a CYPG board member
- (1) dedicated social media post on all CYPG social channels
- Logo on event ticketing page with clickthrough link of choice
- Logo on the CYPG website for one year with designation as “Proud Partner of CYPG”
- Logo inclusion on event recap sponsor “thank you” social media post and email blast with all event sponsors

Golf Ball Sponsorship: \$3,000

- (1) Foursome
- Official provider of Titleist ProV1 Golf ball sleeves received by each participant with recognition letter and donor-specific material
- Opportunity to provide marketing collateral at the *Cheers for Charity* post-tournament celebratory event
- Logo on the CYPG website for one year with designation as “Proud Partner of CYPG”
- Logo inclusion on event recap sponsor “thank you” social media post and email blast with all event sponsors



Eagle Sponsor: \$1,500

- (1) Tee Sign
- (1) Foursome
- Logo on the CYPG website for one year with designation as “Proud Partner of CYPG”
- Logo inclusion on event recap sponsor “thank you” social media post and email blast with all event sponsors

Hole Sponsor: \$750

- (1) Tee Sign
- (2) tickets to attend the *Cheers for Charity* post-tournament celebratory event
- Logo inclusion on event recap sponsor “thank you” social media post and email blast with all event sponsors

Cheers for Charity Sponsorship Opportunities

Presenting Sponsor: \$3,000

- Exclusive logo recognition on event’s silent auction webpage
- Logo placement on event drinkware
- (4) tickets to attend the *Cheers for Charity* post-tournament celebratory event
- Logo on event ticketing webpage with clickthrough link of choice
- Logo on the CYPG website for one year with designation as “Proud Partner of CYPG”
- Logo inclusion on event recap sponsor “thank you” social media post and email blast with all event sponsors

Beverage Sponsor: \$1,000

- Logo placement on event bar napkins
- (2) tickets to attend the *Cheers for Charity* post-tournament celebratory event
- Logo on event ticketing webpage with clickthrough link of choice
- Logo on the CYPG website for one year with designation as “Proud Partner of CYPG”
- Logo inclusion on event recap sponsor “thank you” social media post and email blast with all event sponsors

Contact Chrissy Hayden or James McLelland at cypgsponsorships@gmail.com to learn more about custom strategic partnership opportunities that bring the greatest impact to your organization while supporting our charities!

Supporters of CYPG

