

CELEBRATING 70 YEARS



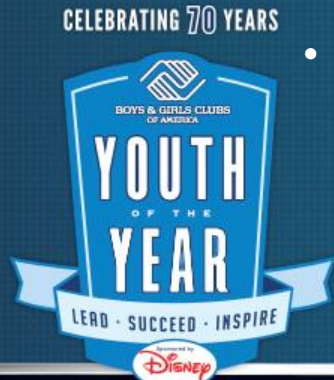
Who will be the next
YOUTH OF THE YEAR?

April 5, 2017

GreatFuturesLA.org

ABOUT THE ALLIANCE

- The Los Angeles County Alliance for Boys & Girls Clubs is comprised of all 25 Boys & Girls Club organizations serving over 140,000 youth ages 6-18, in more than 120 Club locations throughout Los Angeles County. We are a unified and collaborative force representing all 25 individual Clubs with the purpose of securing resources, marketing, and financial support to further the efforts and impact of local Clubs in their communities.
- **Mission:** The Los Angeles County Alliance for Boys & Girls Clubs exists to support the individual Boys & Girls Clubs located in Los Angeles County in their efforts to enable all young people, especially those who need us most, to reach their full potential as productive, caring responsible citizens.

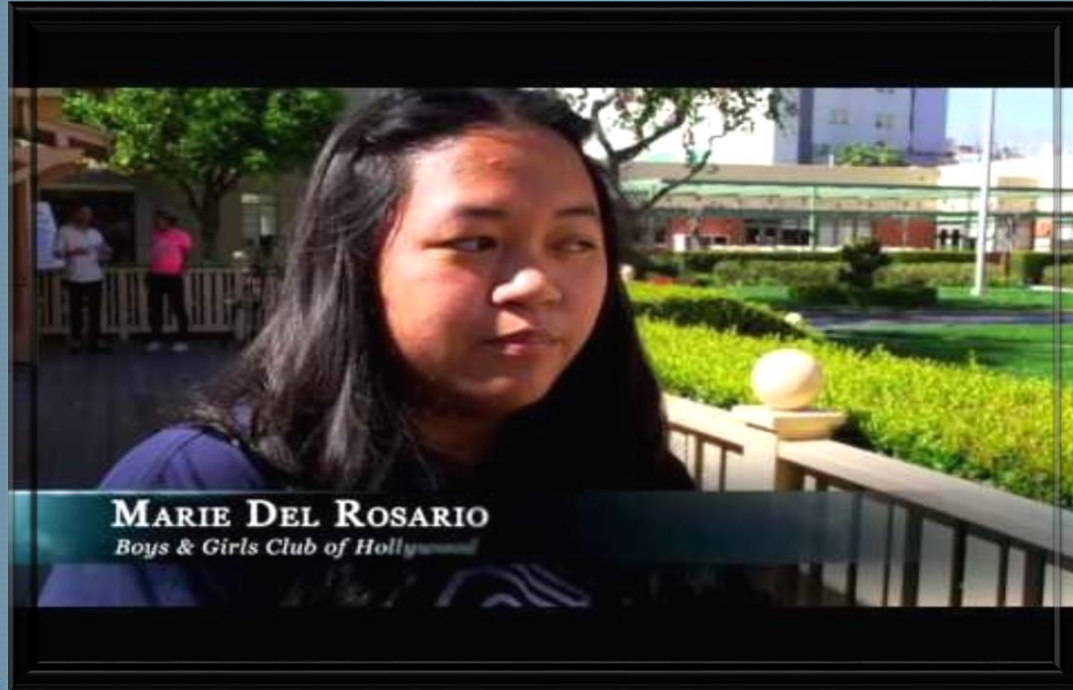


ABOUT YOUTH OF THE YEAR

- Youth of the Year celebrates teens whose Club experience has empowered them to find their voice and achieve success through afterschool experiences rooted in what matters to them most – choice, access and passion.
- The Youth of the Year title is a prestigious honor bestowed upon an exemplary young person in recognition of leadership, service, academic excellence and dedication to live a healthy lifestyle.
- Youth of the Year is Boys & Girls Clubs' premier recognition program, which for the past 70 years has brought awareness, hope and opportunity to our nation's most deserving and awe-inspiring young people.
- Throughout the Youth of the Year journey, Boys & Girls Clubs recognize these outstanding young people at local, state and regional levels before providing an opportunity for six of these teens to strive for the title of National Youth of the Year.



2016 ALLIANCE YOY



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ABC7 PARTNER COMMERCIAL



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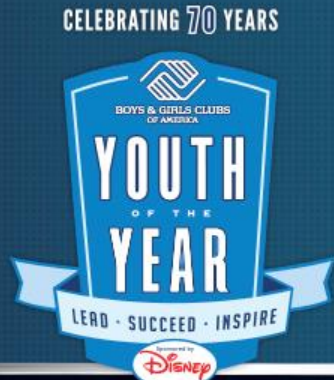
SPONSORSHIP OPPORTUNITIES

- Sponsors have the opportunity to be judges for the competition
- All Clubs asked to feature logo on their website with information
- ABC7 co-branded commercials
- Host a special educational session for the 25 nominees
- Logo featured on all digital & printed programs
- Verbal acknowledgement at the event
- Host the first judging event at your offices
- Provide nominees and/or attendees with product
- Large social media presence through Alliance, partners, the 25 Clubs, and youth
- Continue the cultural educational informational exchange
- We can customize your integration and marketing
- We can work within any budget



ALLIANCE PARTNERSHIP

- Combined, our Clubs impact on 140,000 youth age 6 to 18
- We have 25 Clubs and 120 club sites to integrate with your company
- Special kickoff reception with other sponsors at ABC7 Studios
- Opportunity to engage with all 25 nominees and their Clubs
- Cobranding and Integration to promote at the prestigious Youth of the Year event with more than 100 attendees from all over the County
- Opportunity for national exposure through ABC
- Great value to merge grassroots community impact and beyond while maintaining high level exposure



CURRENT COMMITTED SPONSORS



Nestlé

Good Food, Good Life



coolpad



Pacific Youth
— FOUNDATION —

SPONSORSHIP PACKAGES

SPONSORSHIP OPTIONS	Platinum	Gold	Silver	Bronze	Copper
Provide Company Promotional items for youth participating in program	X	X	X	X	X
Logo included on all signage for program	X	X	X	X	X
Logo Featured in Alliance social media posts Facebook Twitter Instagram	X	X	X	X	
Company Logo included on Alliance website	X	X	X	X	
Host a field trip and tour of your Company Office for kids	X	X	X		
Number of classes (pre-sessions) for the 25 nominees	2	1			
Company Logo featured in Alliance Weekly Newsletter	X	X			
Co-branded Commercials on ABC7 Possibility to co-brand banner ads on ABC7.com (10 million unique visits/month)	X	X			
Interact with other Alliance Partners for this program _____	X	X			
Company Logo featured on all Alliance Clubs' websites	X				
Youth of the Year Judging Sessions	x	x	x	x	x
Donation Amount	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
25 - \$1,000 College Scholarships for 25 Nominees			\$25,000		