



Sponsorship Opportunities



BOYS & GIRLS CLUBS
OF ADA COUNTY

Friday, April 24, 2020 | Boise Centre



January 2020

Howdy, Partner!

We are getting ready for our **22nd Annual Wild West Auction for Kids** benefiting the Boys & Girls Clubs of Ada County. I would like to personally invite ya'll to become a sponsor of the Wild West Auction, which **will be held on Friday, April 24, 2020 at the Boise Centre.**

Sponsorships provide vital funding over 4,600 Ada County youth to participate in life-saving youth development programs.

Your sponsorship:

- helps a kid ***struggling in school*** to graduate with a plan for the future
- encourages a child without future aspirations to ***dream big***
- teaches a child ***right from wrong***
- provides a child the opportunity to participate in ***league sports*** for the very first time
- feeds a chronically ***hungry child***
- encourages a child to ***overcome the temptation*** of drugs and alcohol
- AND, put kids on the path to ***great futures!***

Over one-third of all the services we provide are funded through the support we receive from this event. Enclosed is a list of sponsorship opportunities for your consideration. I look forward to answering any questions you may have and will be following-up with you shortly. Thank you for your consideration!

In Service to Youth,

Jodi Davis Gempler
Director of Development



Event Overview

The Wild West Auction for Kids is one of the Treasure Valley's top events and raises critical operating funds for the Boys & Girls Clubs of Ada County. Bringing together Idaho's "A-List" of business and community leaders for a spectacular dining experience, live entertainment and the wildest and craziest auction ever to hit the Boise Centre. This worthwhile event draws together community leaders, business people, state leaders, mayors and community members with one goal – **to help some of Ada County's most at-risk youth!**

The event's casual western theme has been a local favorite for over a decade. The auction features Idaho's largest silent and online auctions with hundreds of quality items donated by local and regional companies. Guests will enjoy live entertainment, exciting raffles and the musical stylings of Mark Johnson of KTVB Idaho's NewsChannel 7 as he returns this year as our celebrity emcee.

Value to the Community

The Wild West Auction for Kids is the single most important fund raising event for the Boys & Girls Clubs of Ada County. The auction provides approximately one-third of the fundraising budget needed annually to operate our six locations in Garden City, Meridian, Kuna, and Boise.

These clubs serve over 4,600 youth each year at a cost per child of only \$25 per school year. **The Wild West Auction for Kids allows us to bridge the gap between the \$25 fee and the \$1,000 it actually costs to provide life-changing programs to a child for one year.**

Most of these kids come from disadvantaged circumstances and look to the Club as an important stabilizing force in their lives.

Goals

This year, we have set an ambitious goal to raise \$800,000 in one night in order to support an ever increasing number of youth who need our help!

Please consider being a sponsor of the Wild West Auction for Kids. Your support makes all the difference!



Sponsorship Opportunities

The Wild West Auction for Kids provides sponsorship opportunities for community-minded companies and individuals. By being a sponsor, you not only provide valuable support for local youth services at the Boys & Girls Clubs but you also promote your brand as a caring, corporate citizen.

1. Title Sponsor	\$30,000 Wells Fargo
2. Live Auction Sponsor	\$15,000 Lamb Weston
3. Sponsor a Kid Video Sponsor	\$10,000 Blue Cross
4. Super Silent Sponsor	\$10,000 ICCU
5. Silent Auction Sponsor	\$10,000 First Interstate Bank
6. Dinner "Grub" Sponsor	\$5,000 BVA /Gardner Co/St. Luke's
7. Online Auction Sponsor	\$5,000 Western Heating
8. Hospitality Sponsor	\$5,000 W.H. Moore
9. Entertainment Sponsor	\$5,000 CBH Homes
10. Sponsor A Kid Sponsor	\$5,000 St. Alphonsus
11. Photo Booth Sponsor	\$2,500 Castle & Cooke Mortgage
12. Kid Greeters Sponsor	\$2,500 Regence
13. Photography Sponsor	\$2,500 Republic Services
14. Check-in & Merchant Sponsor	\$2,500 Fast Eddy's
15. Western Reel Sponsor	\$2,500 PKG
16. Wall of Wine Sponsor	\$2,500 CenterCal



Sponsorship Opportunities Continued

17. Watering Hole Sponsor	\$2,500 Jacksons
18. Popcorn Stand Sponsor	\$2,500 TVR
19. Old Time Fiddlers Sponsor	<i>\$2,500 CliftonLarsenAllen</i>
20. Raffle Sponsor	<i>\$2,500 Heritage Auto</i>
21. Country Music Sponsor	<i>\$2,500 Builder's First Source</i>
22. Printing Sponsor	<i>\$2,500 Albertsons</i>
23. Recognition Sponsor	<i>\$2,500 Ada County Sheriff</i>
24. Dessert Sponsor	<i>\$2,500 Intermountain Gas</i>
25. Thunder & Lighting Sponsor	<i>\$2,500 Idaho Power</i>
26. Buckaroos Sponsors	<i>\$2,500 McDonalds</i>
27. Wrangler Sponsor	<i>\$2,500 Agri Beef</i>
28. Welcome Drink Sponsor	<i>\$2,500 OPEN</i>
29. Prize Sponsor	<i>\$2,500 Hawley Troxell</i>
30. Stilt Walkers Sponsor	<i>\$2,500 IdaPac</i>
31. Decorations	<i>\$2,500 MWT Animal Health</i>
32. Live Item Sponsor	<i>\$2,500 OPEN</i>



Online Auction Sponsor \$5,000

The Online Auction Sponsor is the featured sponsor of the online auction and is promoted in all communication promoting traffic to the site. This delivers excellent visibility as well as promotion of your company.

Exclusive Benefits

- **A table with premium placement at the auction for 10 guests**
- The Online Auction bears the names of the Online Auction Sponsor and is promoted in all branding materials —both online and in print
- Back cover full-page color ad in the auction catalogs (700 copies)
- Featured on event signage at the entrance
- Logo placement on our branding materials including: online auction mailings
- Hosted beer and wine during the silent auction, followed by a delicious meal
- Prominent logo placement on www.wildwestauction.org and www.adaclubs.org
- Authorization to use the Boys & Girls Clubs brand in your promotional pieces
- Table signage with your company name
- First right of refusal on sponsorship level for next year's event
- Tax receipt for \$4,600 donation (dinner cost is not deductible)

Sponsor Benefits

- Recognized on the Boys & Girls Clubs of Ada County website
- Recognized in Boys & Girls Club Newsletter to donors, supporters, and families
- Opportunity to align with a strong positive brand as a civic minded company
- The ability to make a difference in the lives of over 4,600 local youth



Dinner “Grub” Sponsor \$5,000

As the Dinner Sponsor, you are funding the evening dinner for over 1,100 guests. This sponsorship represents our biggest funding need for covering the costs associated with hosting the Wild West Auction. Your logo will be displayed in lights in the main dining hall with a GOBO. *This sponsorship can be sold four times max.*

Exclusive Benefits

- A table with premium placement at the auction for 10 guests
- Your logo in GOBO lighting in the dining room
- Your logo in the catalog as a dinner sponsor
- Hosted beer and wine during the silent auction, followed by a delicious meal
- Full-Page color ad in the auction catalogs (700 copies)
- Logo placement on www.adaclubs.org
- Authorization to use the Boys & Girls Clubs brand in your promotional pieces
- Table signage with your company name
- Featured on event signage at the entrance
- First right of refusal on sponsorship level for next year's event
- Tax receipt for \$4,600 donation (dinner cost is not deductible)

Sponsor Benefits

- Recognized on the Boys & Girls Clubs of Ada County website
- Recognized in Boys & Girls Club Newsletter to donors, supporters, and families
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Photo Booth Sponsor \$5,000

The Photo Booth is a guest favorite at the Wild West Auction! Everyone loves to remember the evening with a fun photo. Plus, your logo will be on every guest picture they go home with!

Exclusive Benefits

- **A table with premium placement at the auction for 10 guests**
- Your logo featured on signage near the Photo Booth
- Your logo featured on the bottom of every photo from the Booth
- Hosted beer and wine during the silent auction, followed by a delicious meal
- Half-Page color ad in the auction catalogs (700 copies)
- Table signage with your company name
- Featured on event signage at the entrance
- First right of refusal on sponsorship level for next year's event
- Tax receipt for \$4,600 donation (dinner cost is not deductible)
- Logo placement on www.adaclubs.org
- Authorization to use the Boys & Girls Clubs brand in your promotional pieces

Sponsor Benefits

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Hospitality Sponsor \$5,000

The Hospitality Sponsor is widely recognized as the life of the party. The Hospitality Sponsor provides beverages free of charge during registration and throughout the silent auction, including beer, wine and non-alcoholic beverages. They receive premium signage placement at cocktail stations.

Exclusive Benefits

- **A table with premium placement at the auction for 10 guests**
- Your logo on signage at all the bars in the hosted areas
- Hosted beer and wine during the silent auction, followed by a delicious meal
- Full-Page color ad in the auction catalogs (700 copies)
- Authorization to use the Boys & Girls Clubs brand in your promotional pieces
- Table signage with your company name
- Logo placement on www.adaclubs.org
- Featured on event signage at the entrance
- First right of refusal on sponsorship level for next year's event
- Tax receipt for \$4,600 donation (dinner cost is not deductible)

Sponsor Benefits

- Recognized on the Boys & Girls Clubs of Ada County website
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Opening Entertainment \$5,000

The Opening Entertainment Sponsor provides support to cover the cost of the evenings opening entertainment that will wow the crowd. All eyes will be on your logo as the evening opens.

Exclusive Benefits

- **A table with premium placement at the auction for 10 guests**
- Your logo featured on the big screen in the main dining room during prior to opening the program
- Hosted beer and wine during the silent auction, followed by a delicious meal
- Full-Page color ad in the auction catalogs (700 copies)
- Authorization to use the Boys & Girls Clubs brand in your promotional pieces
- Table signage with your company name
- Logo placement on www.adaclubs.org
- Featured on event signage at the entrance
- First right of refusal on sponsorship level for next year's event
- Tax receipt for \$4,600 donation (dinner cost is not deductible)

Sponsor Benefits

- Recognized on the Boys & Girls Clubs of Ada County website
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Sponsor a Kid Sponsor \$5,000

The Sponsor a Kid sponsor is at the heart of what the Boys & Girls Clubs do—they take care of kids in our community! Your company will receive logo placement on the big screen during Sponsor a Kid in the live auction and on the bid cards held by every guest.

Exclusive Benefits

- **A table with premium placement at the auction for 10 guests**
- Your logo featured on the big screen during the Sponsor a Kid portion of the program
- Your logo featured on the bid cards of every guest
- Hosted beer and wine during the silent auction, followed by a delicious meal
- Full-Page color ad in the auction catalogs (700 copies)
- Authorization to use the Boys & Girls Clubs brand in your promotional pieces
- Table signage with your company name
- Logo placement on www.adaclubs.org
- Featured on event signage at the entrance
- First right of refusal on sponsorship level for next year's event
- Tax receipt for \$4,600 donation (dinner cost is not deductible)

Sponsor Benefits

- Recognized on the Boys & Girls Clubs of Ada County website
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**Yes! I want to be a part of the Wild West Auction for Kids
and support the Boys & Girls Clubs of Ada County!**

By signing below, _____ and the Boys
& Girls Clubs of Ada County agree to the _____
sponsorship level and all of the benefits outlined. A copy of this contract must
be signed by both parties before the partnership proceeds. **This signed
agreement must be returned by March 30, 2020 in order to realize the full
benefits of sponsorship; and for your table to be reserved.**

Please print names/information as you wish to be listed in catalog:

☐ **Please invoice me:** _____

☐ **I wish to pay by credit card:**

Visa MasterCard Amex

Card number Exp. Date 3-digit security on back of card

Signature as it appears on the card

Please return the sponsorship agreement to:

Boys & Girls Clubs of Ada County
610 E. 42nd Street
Garden City, ID 83714
Attn: Development Director
OR by email to Jodi@adaclubs.org