

THE CAMPAIGN FOR

**REGIONAL WORKFORCE
DEVELOPMENT TEEN CENTER**

BOYS & GIRLS CLUB OF THE HEARTLAND

Teen Center Naming Opportunities and Available Donor Recognition Benefits

Teen Center Presenting Sponsor (entire 32,000-sf building): \$3,000,000

This primary naming opportunity affords the donor **sole, exclusive Teen Center presenting sponsor benefits**, including:

- Overall building/unit naming rights; Prominent named sponsor signage (lighted or unlighted, at the donor's discretion) will be in place at the two most visible locations outside the building, including the main entrance.
- Sponsor naming with logo will appear in the first-floor lobby inside the teen center's main entrance, adjacent to or above the Front Desk
- BGC will make available unique educational/community partnership options (e.g., sponsor initiated and/or co-branded educational programming, community outreach, etc.). All partnership options/programming must be in alignment with BGC's mission.
- Sponsor will be afforded high-level involvement in and representation at the Regional Workforce Development Teen Center's grand opening event, as well as in local and national press releases, and at additional campaign/related events prior to the Teen Center's opening.
- Sample sponsor naming: **The Janie Smith Boys & Girls Club Regional Workforce Development Teen Center.**

Gymnasium: \$1,000,000

- This 8,000-sf (high school regulation-size) basketball gymnasium will be the heart of the Club's indoor sports and recreational activities. The Gym will also be a multi-use recreational facility, available for both BGC and (when not in use by the Club) public use.
- The sponsor's name and logo will be placed prominently both outside and inside the gymnasium.
- BGC will make available unique recreational, educational, and/or community partnership options (e.g., Gym sponsor-initiated and/or co-branded recreational or educational programming, community outreach, etc.). All partnership options/programming must be in alignment with BGC's mission.
- Sample sponsor naming: **Janie Smith Fieldhouse, Janie Smith Gymnasium, or Corporation X Gymnasium.**

Administrative Center: \$750,000

- This 2,500-sf Administrative Center will house the administrative and executive staff/functions for the local Boys & Girls Club organization.
- The sponsor's name and logo will be displayed prominently throughout the Administrative Center wing of the Teen Center, along with naming right of the Conference / Board Room.
- Sample sponsor naming: **Janie Smith Administrative Center or Corporation X Administrative Center**

Technology/STEM Lab: \$500,000

- This 1,800-sf combination classroom and technology lab will be the hub for the Club's STEM curriculum programming. Custom-designed as a communal "makerspace" room – a collaborative work space for making, learning, exploring and sharing the uses of tech tools – the Lab will contain diverse technologies and components enabling Club members to work together with creative (tech and other) tools to bring projects from conception to design, and finally production.
- Sponsor naming of the Technology Lab will be prominently placed outside the entrance (additional options for sponsor naming within the workspace will also be possible)
- BGC will make available unique educational and/or co-branded educational programming, community outreach, etc.). All partnership options/programming must be in alignment with BGC's mission.
- Sample sponsor naming: **Janie Smith Tech Lab, Janie Smith Makerspace STEM Lab, or Corporation X STEM Lab.**

Games Room: \$500,000

- This 1,600-sf active space will include games such as pool, air-hockey, ping pong, x-box and board games like chess. Here, Club kids do more than just blow off steam – they also learn important "life lessons" about cooperative play, strategic thinking, etc.
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible)
- Sample sponsor naming: **Janie Smith Games Room, Janie Smith Activity HUB, or Corporation X Games Room.**

Kitchen / Cooking Club: \$500,000:

- The Club's kitchen will serve two purposes: 1) a place to serve prepared dinner meals for special events, as well as breakfast, lunch, and after school meals during the summer months; and 2) a teaching kitchen to educate Club kids in our Cooking Club program proper nutrition and healthy cooking.
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible).
- Sample sponsor naming: **Janie Smith Kitchen, Janie Smith Cooking Club or Coporation X Cooking Club.**

Dining Hall/Multipurpose Space: \$250,000

- After arriving at the Teen Center, a typical Club kid's first action within the Center is to visit the Dining Hall/Multipurpose space for a healthy meal.
- When meals aren't being served, the room is converted into a multipurpose space (used, for example as a classroom or activity area during inclement weather)
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible).
- Sample sponsor naming: **Janie Smith Dining Hall, Janie Smith Commons, or Corporation X Nutrition & Activity Center.**

Power Hour: \$250,000

- This award-winning program is a structured homework or academic support program taught by a certified teacher.
- Every member of Boys & Girls Club of the Heartland participates in this program for 1 hour a day. It typically involves a designated time for youth to focus on their homework, receive assistance, and engage in educational activities.
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible)
- Sample sponsor naming: **Janie Smith's Power Hour, or Corporation X Power Hour**

Interview/Parent Meeting Office: \$100,000

- This dedicated office will be located right off the main entrance
- Highly visible, this space will be used for "parent meetings" when discussing The Great Futures Program with members and their guardians.
- It will also serve as a meeting room when counselors or staff need to hold private meetings.
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible)
- Sample sponsor naming: **Janie Smith's Meeting Space, Janie Smith's Great Futures Start Here, Corporation X Meeting Space.**

Other Naming Opportunities:

- Garden/Greenhouse
- BGC Store
- Outdoor playground/basketball court
- Interview Closet
- Various smaller rooms or dedicated spaces featuring teen activities, including but not limited to:
 - Recording Studio
 - Learning Center (6 Classrooms)
 - Zen Den
- Bricks
- Flag Pole

Note: All naming options listed about can be paid over a period not to exceed five years (with written pledges made for the full amounts) Also, in accordance with the policy for the Boys & Girls Club of the Heartland, all above-listed naming opportunities will be guaranteed for a 1-5 year duration. Renewal option negotiations may be pursued by either or both parties up to 1 year prior to the conclusion of the 1-5 year naming terms.

GREAT FUTURES START HERE.

