

# The Boys & Girls Club at the Severn Center Naming Opportunities & Donor Recognition Benefits

## Club Building Naming Sponsor (entire 13,000-sf building): \$2,500,000

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

- **Permanent building naming rights;** e.g. *The Janie Smith Boys & Girls Club* or *Corporation X Clubhouse*. Prominent named sponsor signage will be placed at the two most visible locations including the main Clubhouse signage.
- Sponsor naming with logo will appear in the Lobby inside the Clubhouse's main entrance, above the Front Desk (the building's nerve center and primary entrance).
- Sponsor will be afforded high-level involvement in and representation at the Clubhouse's grand opening event, as well as in local and statewide press releases, and at additional events.

## Gymnasium: \$1,000,000

- The 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 BGCAA 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.
- **Permanent naming rights;** e.g. *The Janie Smith Gymnasium* or *Corporation X Gymnasium*.

## Games Room: \$1,000,000

- Often referred to as "The heart of a Boys & Girls Clubhouse," this active space will include games such as bumper pool, foosball, ping pong and board games like chess. Here Club kids learn important life lessons about cooperative play, strategic thinking, etc.
- Highly visible, this open space Games Room is your first impression as you walk through the Club's main doors.
- **Permanent naming rights;** e.g. *Janie Smith Games Room* or *Corporation X Games Room*.



### Teen Center: \$50,000

- Our dedicated teen center will be designed to meet the interests and needs of our teen Club members—a place they can call their own. Essentially a “Club within the Club,” this Center will house activities, technologies, and programs geared specifically for teen populations.
- Sponsor naming of the Center will be prominently placed outside the Teen Center entrance.
- **Five-year naming rights.**

### Computer Lab: \$50,000

- This classroom and technology lab will be the hub for the Club’s STEM digital literacy programming. 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.
- Sponsor naming of the Computer Lab will be prominently placed outside the entrance.
- **Five-year naming rights.**

### Kitchen: \$50,000

- The Club’s kitchen will serve two purposes:
  1. A place to serve meals during after-school programs and summer camp.
  2. A food pantry to serve member families and the community at large.
- Sponsor name will be prominently placed outside the kitchen entrance.
- **Five-year naming rights.**

### Learning Center: \$50,000

- The Learning Center is the place where we provide our diverse, structured programs and high-yield learning opportunities. Here the Club’s well-known, proven academic success, character and leadership development, and health and life skill programs are taught to enthusiastic young audiences, e.g., Passport to Manhood, Smart Girls, Healthy Habits, Money Matters, and arts & crafts.
- Sponsor name will be prominently placed outside the Learning Center entrance.
- **Five-year naming rights.**



### Cafe: \$25,000

- Every day, kids are offered healthy meals and snacks in our Cafe.
- Outside of mealtimes, the area is converted into a multipurpose space used in combination with the Games Room.
- Sponsor name will be prominently placed inside the Cafe area.
- **Five-year naming rights.**

### Clubhouse Office: \$25,000

- The Clubhouse Office will house the Club Director and Program Director, who are responsible for daily operations and overseeing programs, activities, and services.
- Sponsor name will be prominently placed outside the Clubhouse Office.
- **Five-year naming rights.**

### Clubhouse Reception Area: \$25,000

- Just inside the main entrance, this welcoming space is where our members sign in when they arrive at the Club each day.
- Sponsor name will be prominently placed in the Reception Area.
- **Five-year naming rights.**

### Teen Center Office: \$15,000

- Located inside the Teen Center, this office will house the Teen Center Director, who is responsible for recruitment, development, and programming for all teen activities.
- Sponsor name will be prominently placed outside the Teen Center Office.
- **Five-year naming rights.**

### \$10,000 Naming Opportunities:

- Gymnasium Scoreboard
- Cubby Area
- Member Restrooms (2)
- Staff Restroom
- Telecom Room



### Donor Recognition Wall:

- Prominently located just inside the main Club entrance, the Donor Recognition Wall will include supporter names at the following levels:
  - \$5,000
  - \$2,500
  - \$1,000

Naming Sponsors will also receive recognition in all print and electronic publicity for the opening of the Severn Center Club.

**Note:** All naming options \$10,000 and above may be paid over a period of up to five years (with written pledges for the full amount). In addition, all naming opportunities between \$10,000 and \$50,000 will be guaranteed for a five-year duration. Renewal option negotiations may be pursued by either or both parties up to one year prior to the conclusion of each five-year naming term.



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