

State Farm



SPONSOR KIT



2023

Dear Community Partner

The Bloomington-Normal Area Sports Commission, as part of the Bloomington-Normal Area Convention and Visitors Bureau, was created to retain and attract sporting events to the Bloomington-Normal Area. We acknowledge that sports are a life-style. Because of this, they provide sponsors with an opportunity to become part of that life-style and to reach passionate sports audiences.

Included in this packet is information about our sponsor packages. We hope that you can find a package that suits your company's business strategy. In doing so, your sponsorship will directly support economic development in our area and associate you with a first-class event.

Sincerely,



Matt Hawkins



THE MISSION

Provide a competitive, expertly-conducted youth golf tournament, and to generate tourism to the Bloomington-Normal area. SFYC has strived to provide a positive, competitive environment for junior golfers ages 3 through 22 and to assist in their development and growth through golf. SFYC creates an event that brings golfers and their families from all over the world to Bloomington-Normal to generate tourism and positively impact the local economy.



Why Sponsor the Youth Classic?

1 INVESTMENT IN OUR YOUTH

In 2010, a Special Needs Division was added to the SFYC. The Special Needs Division made the SFYC open to kids of all abilities. With enough revenue, we plan to offer free registration for special needs players. Also, if substantial profit is made over a period of time, we plan to offer a scholarship program for our participants. Through an application process, SFYC players would be awarded scholarships for both tournament registration and college expenses.

2 ECONOMIC IMPACT

Tourism from hosting amateur sports tournaments is responsible for significant economic impacts, including tax revenue, job creation, and subsequent re-spending within our economy. Economic impact from the SFYC will positively affect our tournament sponsors directly and/or indirectly through visitor spending, and will ultimately enhance the quality of life in Bloomington-Normal.

3 TOURNAMENT SUPPORT

Sponsorship of the SFYC allows the steering committee to invest in the value of the event. To attract the quality and quantity of youth golfers needed to maintain a top-tier tournament, the SFYC needs to provide first-class services and amenities. Items such as adequate signage, quality tee gifts, pin flags, and offerings like the Skills Challenge and Parent-Child Tournament add to the attractiveness of the State Farm Youth Classic.

THE TOURNAMENT

Dates: June 25-27, 2023

The State Farm Youth Classic takes place over four days in June. The SFYC attracts 350 golfers participating in 8 divisions for boys and girls, and 4 special needs divisions. Awards are presented to the top ten golfers in each division. The entry fee includes a practice round, two rounds of competition, lunch/snack during competition rounds, range balls, entry into the Skills Challenge with dinner, tee gifts, a tournament program and awards.

SFYC History

With premier golf facilities and the lack of any local youth golf tournaments, the State Farm Youth Classic was created in 2002. Over 4,800 golfers have competed in the State Farm Youth Classic. Many of these are now playing on a professional tour, are highly ranked college players, or are active as golf professionals or as golf coaches. Since 2002, the tournament has attracted **golfers from 29 states and 14 foreign countries.**



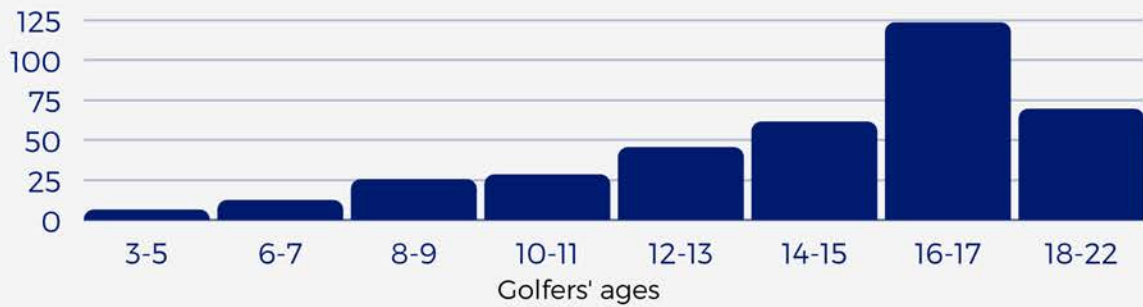
THE DATA

"Our company's core values speak to the prioritizing family first, endeavoring to achieve excellence in our operations and being engaged in our community. The State Farm Youth Classic exemplifies these values and is an outstanding addition to the many sporting activities the Sports Commission has brought to our area."

~ Rich Zeller
President, Avanti's Italian Restaurant

PARTICIPATION

- 360 total golfers (2022)
- 11 states represented (2022): FL, IA, IL, IN, LA, MI, MO, TX, WI,
- 74 players from McLean County (2022)



WEBSITE

- Hits (2022): 43,500
- Top 5 web visitor countries: US, Canada, China, S. Africa, India
- Top 10 web visitor states: IL, MO, WI, IN, VA, IA, OH, FL, TX, MI



THE OPPORTUNITIES

Reach Midwestern Golfing Families

The following engagements are suggestions to get the conversation started. We invite you to have a look and please contact us with your own suggestions about how you want to engage our network of golfers.

*Matt Hawkins
309.665.0033
matt@visitbn.org*

A la Carte Menu

Sponsor banners at courses (provided by sponsor).....	\$750
Sponsor promoted via social media.....	\$300
Sponsor logo with link on tournament website.....	\$500
Sponsor listing with link on tournament website.....	\$300
Sponsor sign at practice greens (6 signs, one at each course).....	\$500
First tees sponsor (6 signs, one at each course).....	\$1,000
Driving range sponsor (4 signs, one at each course).....	\$500
Scorecards sponsor (cash or in-kind).....	\$750
Registration sponsor.....	\$500
Golf cart sponsor.....	\$500
Sponsor info/item included in player packets.....	\$500
Volunteer shirts sponsor (logo on shirts).....	\$1,000
Tee gifts sponsor (cash or in-kind).....	\$3,000
Advertisement in tournament program	
• Quarter Page.....	\$300
• Half Page.....	\$600
• Full Page.....	\$1,000

Special Event

Skills Challenge Sponsorship.....\$3,000

Before the tournament tees off, golfers will compete against each other in the Skills Challenge on Sunday, June 25 from 4-6:30 p.m. at The Den at Fox Creek. The Skills Challenge will feature:

- Longest drive contest
- Putting contest
- Short game contest

Dinner and ice cream will be provided to all participants at no cost, and prizes will be awarded to the top players in each age division. The Skills Challenge is FREE and open to all tournament participants.

Sponsor benefits include:

- Sponsor logo on the tournament website with a link to the sponsor's website
- Unlimited sponsor signs/banner displayed on site (sponsor provides signs)
- Full page advertisement in the tournament program (Sponsor provides artwork)
- Opportunity to distribute promotional materials on site
- Opportunity to insert information/coupons with gift bag/registration materials
- Sponsor will be featured in social media publicity for the event
- Invitation for 8 people to the Skills Challenge dinner

Sponsor is encouraged to staff the Skills Challenge with volunteers to help with scoring and interact with the golfers and their families to promote your brand.



Youth Development

Player Grant/Sponsorship (per player).....\$500

The State Farm Youth Classic has partnered with First Tee to provide opportunities for golfers that might not otherwise be able to play in the SFYC.

First Tee is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do.

The SFYC and First Tee - Greater Chicago will be transporting youth golfers from Chicago and surrounding areas to Bloomington-Normal to participate in the golf tournament. Financial support from sponsors and partners is needed to provide a first-class opportunity for deserving children that love the game of golf.

Your financial support will allow a young golfer travel to Bloomington-Normal to participate in the SFYC. Specially, funding will be used for:

- Entry fee
- Transportation
- Lodging
- Meals
- Entertainment

Sponsor benefits include:

- Business location will be recognized on map provided to tournament participants
- Sponsor logo on the tournament website with a link to the sponsor's website
- Quarter page size advertisement in the tournament program (Sponsor provides artwork)
- Sponsor will be featured in social media publicity for the event



Packages



	PRESENTING \$5,000	GOLD \$1,000	RED \$500	BLUE \$250
BANNERS AT COURSES				
PROMOTED VIA SOCIAL MEDIA				
BOOTH AT COURSES				
FEATURED IN NEWS RELEASES				
LOGO ON EVENT WEBSITE				
LISTING ON EVENT WEBSITE				
WEBSITE LINK TO SPONSOR'S WEBSITE				
AD IN TOURNAMENT PROGRAM				
LISTING IN TOURNAMENT PROGRAM				
SPONSOR SIGN AT COURSES				
SPONSOR INFO IN PLAYER PACKETS				
PLACEMENT ON LOCAL MAP				

Package Details

BLUE SPONSORSHIP.....\$250

- Small text listing on the sponsors page of the tournament website
- Business card size advertisement in the tournament program (Sponsor provides artwork)
- Business location will be recognized on map provided to tournament participants

RED SPONSOR.....\$500

Includes everything in the Blue Sponsorship, plus:

- Large text listing on the sponsors page of the tournament website with a link to the sponsor's website
- Quarter page size advertisement in the tournament program (Sponsor provides artwork)
- Sponsor will be featured in social media publicity for the event

GOLD SPONSOR.....\$1,000

Includes everything in the Red Sponsorship, plus:

- Sponsor logo on the tournament website with a link to the sponsor's website
- Half page advertisement in the tournament program (Sponsor provides artwork)
- Opportunity to insert information/coupons with gift bag/registration materials
- One Sponsor sign displayed at each course throughout the tournament

PRESENTING SPONSOR.....\$5,000

Includes everything in the Gold Sponsorship, plus:

- Opportunity to offer employees as volunteers for the tournament
- Sponsor will be included in all press releases concerning the tournament
- Full page advertisement in the tournament program (Sponsor provides artwork)
- Opportunity to distribute promotional materials at each tournament site
- Invitation for 8 people to the Skills Challenge dinner

The Team

John Althoff - State Farm

Doug Arends

Reid Butts - Clemens Insurance

Jordan Carpenter - First State Bank

Nathan Foster - Normal Community H.S.

Matt Hawkins - BN Sports Commission

Dusty Hayes - State Farm

Jeff Hunt - The Links at Ireland Grove

Devin Irish - The Den at Fox Creek

Matt Kurtz - Prairie Vista Golf Course

Nick Lurkins - Tentac Enterprises

Connie Mandula - CM Promotions, Inc.

Jimmy Mapugay - Coldwell Banker

Mike McClellan - Max Performance Golf

Kyle Myers - Home2 Suites

Ethan Nelson - Wells Fargo Advisors

Anthony Newman - Liberty Packaging

Steve Newman - BN Sports Commission

Dave Oloffson - State Farm

Craig Onsrud - Ironwood Golf Course

Justin Strader - B&B Amusement of Illinois

Tom Szymoniak - Weibring Golf Club

Jason Wingate - Bloomington Golf Courses





**THANK
YOU!**

