

Tuesday, December 1, 2026

a Night
with our stars

Youth of the Year Celebration
at the Regal Teen Center



PRESENTING PARTNER:

RAYMOND JAMES



BOYS & GIRLS CLUBS
OF THE TENNESSEE VALLEY

A Night with our Stars

Youth of the Year Celebration

Partnership Opportunities Package

Event Overview

You are invited to join Boys & Girls Clubs of the Tennessee Valley (BGCTNV) for our premier annual event, *A Night with Our Stars – Youth of the Year Celebration*. This inspiring evening recognizes outstanding teen members who embody leadership, academic excellence, and dedicated service to their community.

Youth of the Year is BGCTNV's signature leadership development program, celebrating the extraordinary achievements of Club teens who have overcome obstacles, achieved academic success, and made a lasting impact in their Clubs and neighborhoods.

Youth of the Year Preview Night

Tuesday, November 10, 2026 at Chesapeake's West (*Exclusive to select sponsor levels*)

Event Details

Date: Tuesday, December 1, 2026

Time: 6:00 – 9:00 PM

Location: Regal Teen Center, 967 Irwin Street, Knoxville, TN 37917



Your partnership with *A Night with Our Stars* directly supports workforce development, academic success, and life-changing leadership opportunities for teens across East Tennessee.

Why Your Partnership Matters

At BGCTNV, our Clubs provide safe, supportive environments where young people build healthy habits, develop leadership skills, receive academic assistance, and form meaningful connections with caring adult mentors.

Our Reach Across East Tennessee

Who We Serve

Infants 6 weeks of age* – 12th grade
**Infants are served only at our Great Futures Early Learning Center in Clinton*

29 Clubs

School-Based Clubs	14
Traditional Clubs	7
Affordable Housing Clubs	4
Shared Space Clubs	4

8,400 Members

6 Counties

Knox	15 Clubs
Anderson	7 Clubs
Claiborne	3 Clubs
Blount	2 Clubs
Loudon	1 Club
Campbell	1 Club



Empowering Teens for Workforce & Academic Success

Your investment directly fuels essential teen development programs that prepare young people for success after high school.

YouthForce

100%

of youth enrolled in the YouthForce Technical Training Program gained specific job skills related to their career interests

268

members participated in technical training camps over the past year

Teen Leadership & Junior Staff

3,005

Club members engaged in Character & Leadership programming over the past year

Pipeline

100%

of seniors served graduated in four years*
(*Knox County Schools graduation rate = 93%)

90%

of graduating participants self-reported enrollment in an institution of higher education

Member Emotional & Social Health (MESH)

531

youth received direct support from the MESH team

TRIO Talent Search

92%

of non-senior participants served completed the current academic year and progressed to the next grade level

59%

of graduating participants self-reported enrollment in an institution of higher education vs. 56.7% statewide

96%

of youth surveyed can identify a caring, stable adult they can talk to – a resiliency factor in mitigating trauma

Supernova Presenting Sponsor — \$25,000

1 Available

Event Night Recognition

- Exclusive “Presented by [Partner Name]” naming rights on all event materials, hard and digital signage, and stage backdrops.
- Official Sponsor of the Blue Carpet Experience: Exclusive logo pairing with Boys & Girls Clubs of the Tennessee Valley logo on the event step-and-repeat photo backdrop.
- Premier reserved seating for up to 16 guests.
- Premier verbal acknowledgement from the stage throughout the evening.
- Opportunity to deliver 2–3 minutes of remarks from the main stage.
- Opportunity to participate in the Youth of the Year scholarship presentation.
- Opportunity for one representative to serve as a Youth of the Year Judge.
- 6 guests to attend the exclusive Youth of the Year Preview Night (November 10 at Chesapeake’s West), offering direct engagement with Youth of the Year Finalists and an advance preview of their speeches.

Digital, Regional & Media Exposure

- Exclusive OTT Streaming Commercial & Platform Placement: Premier logo placement and targeted video exposure across digital video ads and connected TV (CTV/OTT) campaign promotions surrounding the event.
- Inclusion in all local press releases and media advisories distributed across East Tennessee news outlets.
- Dedicated partner recognition posts across Facebook, Instagram, and LinkedIn with boosted reach, pre- and post-event.
- Dedicated Instagram Stories, Reels, and LinkedIn articles highlighting your partnership.
- Event promotion including logo and “Presented by [Partner Name]” on the home page slider of the website (bgctnv.org).
- Top-tier (Largest) logo placement on the event landing page of the website (bgctnv.org).
- Inclusion in all event marketing email communications, plus a dedicated post-event recap email blast highlighting your contribution.
- Feature logo and event invitation in the Monthly Newsletter distributed across Anderson, Blount, Campbell, Claiborne, Knox, and Loudon Counties.
- Comprehensive Post-Event Impact & Reach Report detailing digital impressions, email engagement metrics, streaming views, media reach, and audience data.

a Night 
with our stars

presented by

your logo here



Shining Star Sponsor — \$20,000

1 Available

Event Night Recognition

- Exclusivity as the “Shining Star” sponsor.
- Premier reserved seating for up to 12 guests.
- Prominent inclusion in in-room partner recognition signage.
- Prominent inclusion in digital in-room partner recognition.
- Prominent verbal acknowledgement of event partnership from the stage during the program.
- 2 guests to attend the exclusive Youth of the Year Preview Night (November 10 at Chesapeake’s West), providing an opportunity to engage directly with Youth of the Year Finalists.

Digital & Regional Marketing Exposure

- Inclusion in all local press releases and media advisories sent to regional news outlets.
- Dedicated partner recognition posts across Facebook, Instagram, and LinkedIn with boosted reach, pre- and post-event.
- Large logo placement on the event page of the website (bgctnv.org).
- Prominent inclusion in event email marketing communications.
- Prominent logo placement in the Monthly Newsletter distributed across Anderson, Blount, Campbell, Claiborne, Knox, and Loudon Counties.
- Comprehensive Post-Event Impact & Reach Report detailing digital impressions, email metrics, and media exposure.



Rising Star Sponsor — \$15,000

2 Available

Event Night Recognition

- Premier reserved seating for up to 10 guests.
- Prominent inclusion in in-room partner recognition signage.
- Prominent inclusion in digital in-room partner recognition.
- Verbal acknowledgement of event partnership from the stage during the program.

Digital & Regional Marketing Exposure

- Featured in partner recognition posts across Facebook, Instagram, and LinkedIn with boosted reach, pre- and post-event.
- Medium logo placement on the event page of the website (bgctnv.org).
- Partner mention in all event-related email blasts.
- Logo recognition in the Monthly Newsletter distributed across Anderson, Blount, Campbell, Claiborne, Knox, and Loudon Counties.
- Post-Event Impact & Reach Report detailing digital impressions and marketing reach.



Guiding Light Sponsor — \$10,000

2 Available (1 Secured)

Event Night Recognition

- Premier reserved seating for up to 8 guests.
- Inclusion in in-room partner recognition signage.
- Inclusion in digital in-room partner recognition.
- Verbal acknowledgement from the stage during the program.

Digital & Regional Marketing Exposure

- Featured on partner recognition posts across Facebook, Instagram, and LinkedIn, pre- and post-event.
- Small logo placement on the event page of the website (bgctnv.org).
- Listed in the Monthly Newsletter distributed across Anderson, Blount, Campbell, Claiborne, Knox, and Loudon Counties.

Constellation Sponsor — \$5,000

4 Available (1 Secured)

Event Night Recognition

- Collaborative inclusion in in-room partner recognition signage.
- Collaborative inclusion on digital in-room partner recognition.

Digital & Regional Marketing Exposure

- Collaborative inclusion in social media recognition posts across Facebook, Instagram, and LinkedIn, pre- and post-event.
- Small logo or text listing on the official event landing page at bgctnv.org.
- Recognition in marketing email blasts and the Monthly Newsletter distributed across Anderson, Blount, Campbell, Claiborne, Knox, and Loudon Counties.

Starlight Friend — \$2,500

8 Available (2 Secured)

Event Night Recognition

- Collaborative inclusion in in-room partner recognition signage.
- Collaborative inclusion on digital in-room partner recognition.

Digital & Regional Marketing Exposure

- Inclusion in collective social media posts honoring event partners.
- Supporter name displayed on the website event page (bgctnv.org).
- Name recognition in the Monthly Newsletter distributed across Anderson, Blount, Campbell, Claiborne, Knox, and Loudon Counties.

Partnership Levels At-A-Glance

Benefit / Level	Supernova \$25,000	Shining Star \$20,000	Rising Star \$15,000	Guiding Light \$10,000	Constellation \$5,000	Starlight Friend \$2,500
Reserved Event Seats	16	12	10	8	—	—
Exclusive Naming Rights	Yes	Exclusivity	—	—	—	—
Stage Remarks / Presentation	Yes	—	—	—	—	—
Youth of the Year Judge Slot	1	—	—	—	—	—
Blue Carpet Step-and-Repeat	Exclusive	—	—	—	—	—
OTT Streaming Ads / CTV	Exclusive	—	—	—	—	—
Digital & Social Media Reach	Top Tier / Boosted	Dedicated / Boosted	Featured / Boosted	Featured	Collaborative	Group Mention
Website Logo Placement	Homepage & Event Page <i>(top-tier placement)</i>	Large Logo	Medium Logo	Small Logo	Small Logo / Text	Name Listing
Preview night attendance	6 guests	2 guests	—	—	—	—
In room signage and digital recognition	Premier	Prominent	Prominent	Collaborative	Collaborative	Collaborative
Verbal in program recognition	Premier	Prominent	Prominent	Collaborative	—	—
Impact and Reach Report	Yes	Yes	Yes	—	—	—

Fulfillment note:
All benefits are subject to final event format, venue capabilities, production timelines, and mutually agreed-upon fulfillment.

Let's Build a Partnership That Makes an Impact

We look forward to partnering with you to create an opportunity that aligns with your goals, engages your organization, and helps create GREAT futures for the young people who need us most.

Partnership Commitment Deadline:
Tuesday, November 3, 2026

Maximizing Our Partnership

To help us recognize your support and deliver all included partnership benefits, please provide the following by November 3, 2026:

- Confirmed Partnership Agreement
- High-resolution logos in both full color and one-color white
- Preferred file formats: .eps, .ai, or high resolution .png
- Social media handles for Facebook, Instagram, and LinkedIn, as applicable

We're grateful for your partnership and look forward to making an impact together.



BOYS & GIRLS CLUBS
OF THE TENNESSEE VALLEY

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