



BOYS & GIRLS CLUBS
OF ST. HELENA AND CALISTOGA

BUSINESS SPONSORS & PARTNERSHIPS



2025

Updated: 4/2025

Administration Offices:
1420 Tainter Street, St. Helena CA 94574
(707) 963-8944 - BGCShc.ORG - steve@bgcshc.org



Who We Are



BOYS & GIRLS CLUBS
OF ST. HELENA AND CALISTOGA

EXECUTIVE DIRECTOR

Trent Yaconelli

ADMIN STAFF

Nick Haley, Director of Operations
Steve Martin, Resource Development Director
Stephanie Cruz, Office Administrator
Caiti Whitfield, Executive Assistant

BOARD OF DIRECTORS

Sean Maher, President
Rachel Stellareese Davies - Vice President
Pam Ingalls, Secretary/Treasurer
Bob Torres, At Large
Thomas Rivers Brown, At Large
Corey Beck, At Large
Susan Blanco • David Butler • Christine Clark
Holly Emerson • Kelly Foster • Placido Garcia •
Tom Garrett • Marianna Hawkins • Marcus Marquez
Dustin Mowe • Suzanne Phifer Pavitt

Ways to Get Involved

01

Family Friendly Events

02

Fundraisers

03

Youth Development

04

Advertising Opportunities

05

Gifts that Make a Difference

Fun With a Purpose

It's more than a Club. It's a Gateway to Great Futures.

At the Boys & Girls Clubs of St. Helena and Calistoga, we believe every child deserves a safe place to grow, belong, and become. **For the hundreds of youth we serve across St. Helena, Calistoga, and Angwin**—from kindergarten through high school—the Club is far more than an afterschool program. It's a second home. A launchpad for leadership. A space where confidence is built, relationships are formed, and futures are shaped.

When you partner with us, you're not just sponsoring a program or placing your brand at an event. You're investing in the potential of the kids who need us most.

Our programs are intentionally designed to foster creativity, curiosity, responsibility, and resilience. From STEAM exploration and career readiness to art, athletics, and service learning, Club members engage in experiences that help them see what's possible—for themselves and for their communities. *These experiences aren't extra—they're essential.*

Your support helps make that possible.

Through sponsorships and partnerships, businesses like yours help us keep our doors open and our programs strong. In return, we offer you visibility, community connection, and the opportunity for your team to engage in meaningful service. Volunteering at the Club not only boosts employee morale—it deepens your team's understanding of the very community you serve. It's a win for your business, and a bigger win for the youth we serve together.

Inside this booklet, you'll find opportunities to align your brand with purpose—whether through high-visibility sponsorships, community programming, or hands-on engagement. Each opportunity is a chance to make a difference.

Because at BGCSHC, **It's More Than a Club**—it's a movement toward equity, opportunity, and brighter tomorrows.

Let's build Great Futures. Together.

In addition to the various brand opportunities which are associated with each event, partnering with the Boys & Girls Clubs of St. Helena and Calistoga will provide exposure through the following vehicles of communication:

- Exposure to 4,500 email subscribers
- Presence as a community partner on the Club website (www.bgcshc.org), newsletters and other marketing collateral
- Social media support with 5,000 average monthly impressions
- Promotions at our 6 locations in the Up-Valley
- Engagement opportunities with over 1,500 Club members and their families
- Visibility as a partner of a highly respected organization serving St. Helena, Calistoga and Angwin for over 35 years

Kickoff to Summer

EVENT DESCRIPTION

In May the Boys & Girls Club gets ready for summer with the annual Kickoff to Summer event. Kickoff to Summer is a chance for parents to renew memberships and register for all the Club's summertime programming. At the event, parents can attend an orientation, start Club memberships, complete paperwork and ask all their Club-related questions. While parents are busy, kids can play games and create projects with Club staff. On-Site Food Truck for the whole family. It's the perfect way to get kids and families ready for an action-packed summer at the Boys & Girls Club. The Kickoff to Summer event is held at our St. Helena and Calistoga Clubhouses.

EVENT DATE

May, 30 2025 SH
June 13, 2025 Cal

COLLATERAL DUE

March 12, 2025

TARGET AUDIENCE

Approximately 750 Up-Valley parents and children, including both current and prospective Club families.

\$2,500 – TITLE SPONSOR

- Recognition as exclusive Title Sponsor
- Up to five banner placements at event*
- Recognition on all press materials
- Logo placement on Business Sponsor Website Page, event flyers and two e-blasts mentions
- Two mentions on social media channels
- 20' x 10' booth space at event with kid-friendly activities

\$1,250 – GOLD SPONSOR

(TWO AVAILABLE)

- Prominent recognition as one of the gold sponsors
- Up to two banner placements at event*
- Recognition on all press materials
- Prominent logo in two e-blasts
- One mention on social media channels
- 10' x 10' booth space at event – booth must include kid-friendly activities

\$750 – SILVER SPONSOR

(FOUR AVAILABLE)

- Company logo placement in two e-blasts
- One banner placement at the event*
- Company name mentions on all press materials
- Mention on social media channels

VOLUNTEER OPPORTUNITY

Get your team involved in this lively event—volunteer, serve food, manage traffic, or host a BGCSHC booth. It's a great way to promote your business and give back!



*Must provide your own banner(s)

Clubhouse Family Nights

EVENT DESCRIPTION

We hold Family Nights a few times each year to keep our parents engaged and up-to-date with all things BGCSHC. Parents not only have an opportunity to have a free night of quality time with their kiddo, but they get to see what activities and programs their children have been participating in all school year/summer. Sponsoring our Family Night means you will have a chance to have real conversations with parents and guardians of Club kids. If this is your target audience, then your ability to reach and educate is excellent. We hold several Family Nights throughout the year.

TARGET AUDIENCE

Youth and teen members of the Club and their families, providing an opportunity for parents and guardians to connect with their children engage in throughout the year.

BRANDING OPPORTUNITIES (AVAILABLE AT BOTH CLUBHOUSES)

- Exclusive Title Sponsorship (per event)
- Logo on event flyers
- Logos on presentation screen at the event
- Banner placement at the event (must provide your own banner)
- Two social media mentions
- Opportunity to table and/or speak at the event

EXCLUSIVE PARTNERSHIP COST:
\$1,000 PER EVENT



Scholarships

ASK US HOW YOU CAN CREATE YOUR OWN SCHOLARSHIP FOR BGCSHC TEENS!

It is our priority to ensure each teen member has a post-high school plan. That plan can be joining the military, enrolling in a trade or vocational school, going straight into the work force, or college, of course. This is a customizable opportunity and a chance to play a large role in a hard-working teen's future. **You name the scholarship, its conditions, the amount and the duration of the scholarship.** Club scholarships can be set for annual giving with a term limit, or an endowed scholarship.

Great Futures Start Here!



We acknowledge our scholarships at our Annual Youth of the Year Awards Banquet for an affluent audience of 150+. We also announce on our website, in social media and in newsletters.

Contact

Steve Martin • Resource Development Director

steve@bgcshc.org

for information on leaving a lasting gift in your name, investing in the future, or other ways to support BGCSHC.

Annual Awards Banquet

EVENT DESCRIPTION

Arguably the most rewarding night for BGCSHC. This event is a formal dinner for 150 people **to honor our four Youth of the Year (YOY) Nominees, Members of the Year, Volunteer of the Year** and community members who have gone above and beyond to help the Club. These members have overcome adversity in life to find success in academics, character & leadership, healthy life skills, sports, arts and/or music. Attendees are often moved to tears as they listen to the YOY speeches. **The objective of the night is to celebrate these youths at the highest level and share their accomplishments over the past year.**

EVENT DATE

February 5, 2025

COLLATERAL DUE

January 5, 2025

TARGET AUDIENCE

Local elected officials, board members, donors, parents, volunteers, educators, and community members.



YOUTH OF THE YEAR Celebration 2024



Stella Jamieson

"The Teen Center has brought the best out of me. It has given me the space and time to heal."



Annual Awards Banquet

SPONSORSHIP DETAILS

\$25,000 – TITLE SPONSOR (exclusive)

- Exclusive title sponsor of the event
- Exclusive presenting sponsor of the Youth of the Year for the evening
- \$5,000 Scholarship for “YOY Winner” in your name (Business or Individual)
- Introduce the YOY Winner at the event + a two-minute speaking opportunity
- “Presented by” and your company logo on the Save the Date, invitations, and eblasts
- Recognition in event presentation and on event website
- Full-page ad in event program
- Free social media mentions on all Club channels
- Recognition in Club newsletter and event press release
- Two tables of 10 at the Awards Banquet



\$10,000 – YOUTH OF THE YEAR SCHOLARSHIP SPONSOR (exclusive)

- Scholarships Awarded to ALL Honorees (Youth of the Year, Member of the Year, Volunteer of the Year)
- Introduce the YOY Nominees at the event
- Recognition in Club newsletter and event press release
- Recognition on event website and eblasts
- Logo on printed Awards Banquet invitation
- Full-page ad in event program
- One table of 10 at the Awards Banquet
- Two social media mentions on all Club channels

\$7,500 - FOOD AND VENUE SPONSOR (exclusive)

- Logo placement at each table
- Recognition during the event
- Recognition on event website and eblasts
- Recognition in event program
- One social media mention
- Recognition in Club newsletter
- One table of 10 at the Awards Banquet

Annual Awards Banquet

SPONSORSHIP DETAILS

\$3,000 – YOUTH OF THE YEAR + MEMBER OF THE YEAR EXPERIENCE SPONSOR (exclusive)

- Provide all clothing for the evening for the nominees
- Transportation Sponsorship (Limo for all Youth Honorees)
- Recognition during event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

\$1,800 – FLORAL CENTERPIECE SPONSOR (exclusive)

- Logo on 18 centerpieces
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

\$1,500 – COCKTAIL HOUR/ BAR SPONSOR (exclusive)

- In-Kind Wine Donations acceptable for this Sponsorship
- Posterboards on easels with logos next to the cocktail bar
- Recognition during the event
- Recognition on event website and program
- One social media mention
- Recognition in Club newsletter

\$1,500 – PROGRAM SPONSOR (exclusive)

- Exclusive full-page back cover ad
- Recognition on event website
- Recognition in Club newsletter

\$1,000 - SPONSOR A TABLE (three available)

- Sponsor 1, 2 or all 3 of these special tables:
Youth of the Year, Gratitude Table, Buffet Table
- Sponsor name on the table at the event
- Recognition during the event
- Recognition in event program
- One social media mention



2024
*Youth of the Year
Nominees*

BIG Breakfast for Kids SPONSORSHIP DETAILS

\$10,000 – TITLE SPONSOR (exclusive)

- VIP seating for up to 16 guests
- Exclusive meet-and-greet with the speaker post-event
- Recognition from the podium
- Recognition on the Club & event website + social media posts
- Full-page ad in the event program
- Business banner displayed in the Calistoga Gymnasium
- Recognition in the Club newsletter
- Exclusive recognition as the Title Sponsor
- Additional sponsor levels with ads in the event program
- BGCSHC site-wide e-blast promoting the event
- Table logos for business sponsors

SOLD
Indian Springs Resort

\$5,000 - GOLD SPONSOR (two available)

- VIP Seating for up to 8 Guests
- Recognition from Podium
- Recognition on Club & Event website + Social Media Posts
- 1/2 Page Ad in Event Program
- Recognition in Club newsletter

\$2,500 – SILVER SPONSOR (four available)

- VIP Seating for up to 4 Guests
- Recognition from Podium
- Recognition on Event website
- 1/4 Page Ad in Event Program
- Recognition in Club newsletter

1 SOLD
Rivers Marie Wines
3 available

\$1,500 – CENTERPIECE SPONSOR (two available)

- Logoed on 18 centerpieces
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention
- Recognition in Club newsletter

SOLD
Marianna Hawkins
Cal Mart

\$1,000 – PROGRAM SPONSOR (exclusive)

- Exclusive full-page back cover ad
- Recognition on event website
- Recognition in Club newsletter

SOLD
Calistoga Spa Hot
Springs



**9th
The Big
Breakfast
for kids**

The BIG Night

EVENT DESCRIPTION

It's for the Kids.

Every aspect of The BIG Night supports Up-Valley youth—from the children of vineyard workers to winery owners and everyone in between. As the largest child-serving organization in the Upper Napa Valley, the Boys & Girls Clubs of St. Helena and Calistoga ensure no child is turned away for lack of funds. With only 3.75% of our budget coming from fees, we rely on community support to provide year-round programs in academics, health, the arts, and recreation.

The BIG Night Gala and Live Auction is our biggest fundraiser of the year, helping us allocate a greater-than-average percentage of funds directly to program services—keeping our impact strong where it matters most.



EVENT DATE

August 16, 2025

COLLATERAL DUE

July 19, 2025

TARGET AUDIENCE

Nearly 200 influential attendees from across Wine Country—including winery owners, vineyard leaders, and community supporters—join us in person, alongside over 250 online bidders from across the country.



The BIG Night SPONSORSHIP DETAILS

TITLE SPONSOR (exclusive)

- **Premier Recognition:** Featured as the exclusive Title Sponsor across all event marketing, social media, website, and printed materials.
- **Full-Page Program Ad:** Prominent placement in the event program to showcase your brand.
- **Event Host & Speaker:** Opportunity to welcome guests and speak during the BIG Night program.
- **Wine Spotlight:** Pour and feature your own wine during the event, giving your label center stage.



\$5,000 – \$10,000 AUCTION ITEM UNDERWRITING

This Sponsorship has the Greatest Impact in the overall success of The BIG Night

- Help the Club secure auction items or packages that will raise the most amount of resources
- Receive acknowledgment for underwriting the item or package in The BIG Night Program
- Recognition during event
- Recognition on event website and online bidding page
- Recognition in event program
- Social media mention

\$\$\$ VARIOUS - WINE and ITEM DONATIONS

Wine donations are the backbone of this event, featuring large format bottles, curated flights, signed editions, library wines, and everything from single bottles to full cases.

We also welcome unique auction package donations—such as getaways, dining experiences, services, and one-of-a-kind items—to help make the night unforgettable.

Donations are accepted starting in February.

\$3,000 - GOLDEN TICKET SPONSOR (exclusive)

- Logo on all Golden Tickets
- Recognition during the event
- Recognition in event program

\$2,500 – PROGRAM SPONSOR (exclusive)

- Exclusive full-page inside back cover ad
- Recognition during the event
- Recognition on event website
- One social media mention

\$1,800 – FLORAL CENTERPIECE SPONSOR (exclusive)

- Logoed on all table centerpieces
- Recognition during the event
- Recognition on event website
- Recognition in event program
- One social media mention

\$1,500 – AUCTION PADDLE SPONSOR (exclusive)

- Logo on 200 Auction Paddles
- Recognition during the event
- Recognition on event website
- Recognition in event program

\$1,000 – ATTENDEE SWAG BAG SPONSOR (exclusive)

- Logo and Business info in 200 guest swag bags
- Recognition during the event
- Recognition on event website

AUCTION ITEM DONOR

- Get your product and business in front of 1000's on online and local bidders
- Recognition during the online event and/or LIVE event
- Recognition on event website

Youth Basketball

The Boys & Girls Clubs of St. Helena and Calistoga host an annual winter Youth Basketball League in Calistoga and St. Helena for boys and girls ages 6–9. With co-ed teams for ages 6–7 and separate boys’ and girls’ teams for ages 8–9, the program offers high-quality basketball development and competitive play in a fun, supportive environment.

Each year, nearly 140 youth participate in this Jr. NBA-affiliated league, receiving official jerseys they get to keep and learning valuable lessons in sportsmanship, responsibility, teamwork, leadership, and healthy living.

We aim to keep the program accessible for all families. While we've traditionally charged a \$75 registration fee per child, it costs \$18,000 annually to run the league

SEASON OCCURS
December-March

COLLATERAL DUE
November 15, 2025

TARGET AUDIENCE

Parents, families, and supporters of nearly 150 youth athletes ages 6–9, along with community members from Calistoga, St. Helena, and Angwin who attend games and support local youth sports.



Youth Basketball Sponsors

\$10,000 TITLE SPONSORSHIP (exclusive)

- Company logo on Practice and Game Balls
- Logo on score table banners at two playing sites.
- Logo on Gymnasium Banner for 3 years (two sites)
- Recognition on all Program Literature & Website
- Social Media Shout-Outs throughout the Season



\$3,000 GOLD SPONSORSHIP

(St. Helena or Calistoga available)

- Company logo on score table banner at one site
- Logo on Gymnasium Banner for 3 years (one site)
- Recognition on all Program Literature & Website

\$250 TEAM SPONSOR

(20 AVAILABLE - MULTI-TEAM DISCOUNT)

- Recognition as the Team Sponsor
- Your Company Name on Team Jersey uniform
- Your logo Team Photo and Program Brochure



Gym Floors

This sponsorship is certain to be seen by thousands of eyes. This highly-visible placement on our gym floors means parents, the community, sponsors, event attendees, visitors, kids and staff will see your company's logo repeatedly. Presently, we have two Clubhouses with gym floor sponsorship opportunities. Gym floor sponsorships are long-term agreements. You will have first right of refusal if you'd like to renew.

This Sponsorship is for the Gym Floor ONLY. Naming rights for the gymnasium building not included. Business Name and Logo will be included on the graphic at the sideline. Sponsorship helps cover the cost of floor resurfacing and restriping.

Additional Sponsorship amenities:

- **Up to 4 yearly Uses of Gymnasium for your company events at no additional charge including sports nights, company parties, meetings, etc.**

TARGET AUDIENCE

Club members, families, community members, staff, volunteers, and guests who regularly use or attend events in our gymnasiums.

BRANDING OPPORTUNITIES: FIVE-YEAR EXCLUSIVE AGREEMENT

(payments to be made over five years)

- \$60,000 Pledge (\$12,000 yearly commitment)

Carpy Gymnasium - St. Helena

(URGENT NEED due to 2024 flood damage)

- \$60,000 Pledge (\$12,000 yearly commitment)

Vera Trinchero Gymnasium - Calistoga



Sponsor a Classroom

Room sponsorships are available at both Clubhouse locations. By sponsoring a room at a BGCSHC facility, you help provide the foundation for us to enable our Members to reach their full potential. Classrooms at the Boys & Girls Club of St. Helena and Calistoga are used for tutoring and to teach Art, STEM, Sports & Fitness, Games & Creative Play, Computers & Tech Resources, and Special Interest Clubs.

(URGENT NEED in St. Helena due to 2024 flood damage)

TARGET AUDIENCE

Classrooms at the Club are used to teach specialized programs to youth during After School programs, Summer & Winter Break, and more.

\$10,000 SPONSORSHIP OPPORTUNITIES:

*(four-year agreements/payments made over two years, **Lifetime Sponsorships Available**)*

Standard Classrooms • STEM Classroom @ St. Helena

Industrial Kitchen Classroom @ Calistoga • and more!



Club Van

The Boys & Girls Club vehicles cover a lot of ground throughout the year. **A NEW Club Van is currently needed for our Howell Mountain School Site.** It is critical that a vehicle be staged at our Howell Mountain School site, especially during Fire Season. Vans are used to transport kids for events, retreats, and various Club needs throughout the year.

BGCSHC currently has 2 Club Vans. A recent Safety Audit determined an additional van at our Howell Mountain site was urgently needed.

TARGET AUDIENCE

Club members, families, staff, volunteers, and the broader community—plus anyone who sees our vans on the road between Napa and Sonoma Counties.

PARTNERSHIP COST: \$40,000 estimated

SOLD
NCOE



Red Wagon Christmas

EVENT DESCRIPTION

Our Red Wagon Christmas Program is our way to celebrate families and spread a little Christmas Cheer. This event is not advertised and there are no branding opportunities. Support is requested through financial assistance and donations of new and unwrapped gifts or gift cards. All donations go directly to member families.

All donations received through our Admin Offices.

ALL DONATIONS GO DIRECTLY TO THE 6-8 FAMILIES CHOSEN BY BGCSHC STAFF

EVENT DATE

Mid-December

COLLATERAL DUE DATE

December 1,
2025

TARGET POPULATION

Kids and Families from each of our Clubhouse, Teen Center and School Site location in St. Helena, Calsitoga and Angwin.

GIFTING OPPORTUNITIES

- Cash donations for gift purchase
- Donate New and Unwrapped Gifts
- Donate Grocery Gift Cards



Annual Sponsors

The Napa Valley Reserve
Macy's Cottington
Steve's Hardware



BOYS & GIRLS CLUBS

OF ST. HELENA AND CALISTOGA

A large rectangular area with a black border, containing 20 horizontal dotted lines for writing.

A rectangular area with a black border, a blue tab at the top left, and a four-pointed star icon in the top right corner. The interior is light gray.

A rectangular area with a black border, a blue tab at the top left, and a four-pointed star icon in the top right corner. The interior is light gray.

A rectangular area with a black border, a blue tab at the top left, and a four-pointed star icon in the top right corner. The interior is light gray.



BOYS & GIRLS CLUBS

OF ST. HELENA AND CALISTOGA

A large vertical rectangular area with a black border, containing 20 horizontal dotted lines for writing.

A smaller rectangular area with a black border, a yellow sticky tab at the top left, and a four-pointed star icon in the top right corner. The interior is light gray.

A smaller rectangular area with a black border, a yellow sticky tab at the top left, and a four-pointed star icon in the top right corner. The interior is light gray.

A smaller rectangular area with a black border, a yellow sticky tab at the top left, and a four-pointed star icon in the top right corner. The interior is light gray.



BOYS & GIRLS CLUBS

OF ST. HELENA AND CALISTOGA

A large vertical rectangular area with a black border, containing 20 horizontal dotted lines for writing.

A rectangular area with a light gray background, a black border, and a small orange tab at the top left. A black four-pointed star is located in the top right corner.

A rectangular area with a light gray background, a black border, and a small orange tab at the top left. A black four-pointed star is located in the top right corner.

A rectangular area with a light gray background, a black border, and a small orange tab at the top left. A black four-pointed star is located in the top right corner.



BOYS & GIRLS CLUBS

OF ST. HELENA AND CALISTOGA

A large rectangular area with a black border, containing 20 horizontal dotted lines for writing.

A rectangular area with a light gray background, a black border, a dark blue tab at the top, and a black starburst icon in the top right corner.

A rectangular area with a light gray background, a black border, a dark blue tab at the top, and a black starburst icon in the top right corner.

A rectangular area with a light gray background, a black border, a dark blue tab at the top, and a black starburst icon in the top right corner.



BOYS & GIRLS CLUBS
OF ST. HELENA AND CALISTOGA

Admin Offices: 1420 Tainter Street, St. Helena CA 94574
(707) 909-0627 - BGCShc.ORG - steve@bgcshc.org

St. Helena Clubhouse
1420 Tainter St, St. Helena CA 94574

St. Helena Primary School Site
1701 Grayson Ave, St. Helena CA 94574

St. Helena Teen Center
1420 Tainter St, St. Helena CA 94574

Howell Mountain School Site
525 White Cottage Rd, Angwin CA 94508

Calistoga Clubhouse
1401 N Oak Street, Calistoga, CA 94515

Calistoga Teen Center
1505 Grant Street, Calistoga, CA 94515





BOYS & GIRLS CLUBS
OF ST. HELENA AND CALISTOGA