

Sponsorship
Opportunities **2026**



Built Different Gala

New Benchmarks and Beginnings

Ballroom
AT THE BEN



The Cause

In 2026, YM Athletics is expanding programs, growing our girls' teams, and taking concrete steps toward a permanent home that will anchor our work for years. We are building a pipeline of opportunity where young athletes build skills, stay on track in school, and grow as leaders on and off the court. Funds raised at the First Annual Built Different Gala move us closer to these goals and set the stage for what comes next at YM Athletics: greater access, higher quality, and more room for families to join.





About Us

A Leader in Youth Basketball Development

- **Regional Focus:** Serving Greater Philadelphia and New Jersey with year-round training, camps, tournaments, and club teams.
- **Clear Player Pathway:** Two team tiers, Elite and Development, plus skills training that moves athletes from fundamentals to real game IQ.
- **Access First:** Sponsorships and community partners reduce barriers so more families can participate and stay in the game.
- **Girls' Game Growth:** Expanding girls' teams and coaching to increase opportunities and visibility.
- **Quality Coaching:** Experienced staff, structured sessions, safe facilities, and consistent standards parents can trust.
- **Events That Matter:** Well-run tournaments and a signature gala that fund program growth and a permanent home for YM Athletics.
- **Beyond Basketball:** Study support, life skills, and team culture that build confidence, discipline, and leadership.





Ballroom AT THE BEN

Event Overview

Built Different Gala 2026

An evening of recognition and community in support of youth basketball across Greater Philadelphia and New Jersey. Guests will connect with city leaders, supporters, and the YM Athletics family while we honor Brandon Graham and rally support for program growth and a permanent home.

Key Highlights

- **Opening Remarks**
Philadelphia City Council President Kenyatta Johnson
- **Welcome Message**
Britainy Stephens, Director of Development, YM Athletics
- **On-stage Guests:**
Kenyatta Johnson; Britainy Stephens; Victor Rozier; YM "Built Different" impact video.
- **Honoree Tribute**
Honoring Brandon Graham, Super Bowl Champion
- **Live Fundraising & Giving Moment**
Paddle raise, mobile donations, and pledge opportunities
- **Networking:** Sponsors, coaches, families, and friends of YM Athletics.
- **Red Carpet Moments:** Step-and-repeat photos and media coverage.
- **Giving Opportunities:** Paddle raise, mobile donations, and pledges that directly support access and quality.



Sponsors **Value**

Collaborating for Impact

Help more local kids play, learn, and belong. Your support grows girls' teams, improves equipment, adds tutoring, and moves us toward a permanent home. In return, your brand is seen as a steady neighbor. You gain recognition at trusted community moments and real connections with families, schools, and local leaders.

Community value

- More roster spots and scholarships for kids who need them
- Better practice gear, safer facilities, and study support
- Coaching for girls' teams and development pathways

Brand outcomes

- Name placement on site, program materials, and season recaps
- Warm introductions at the VIP mixer and main program
- Story kit after the event with photos, quotes, and copy you can share
- Impact report with funds deployed, youth reached, and program hours delivered

Make access possible for local youth. Be known for it in the places that matter.
That visibility earns trust, invites referrals, and strengthens your brand.



Audience **Insights**

A Room Full of Opportunity

This gala brings together people who move our community forward. Sponsors meet the parents who run local businesses, coaches and school leaders who set the tone for youth programs, and city partners who care about access. It is a warm room, ready for real conversations and future collaboration.

Who attends

- Founders and small-business owners
- C-suite and senior leaders
- School principals and athletic directors
- Coaches and program directors
- City and nonprofit partners
- Alumni, parents, and community volunteers

What this means for sponsors

You meet decision-makers in a trusted setting. Your brand is seen standing with local families. Relationships start in the room and continue all season.





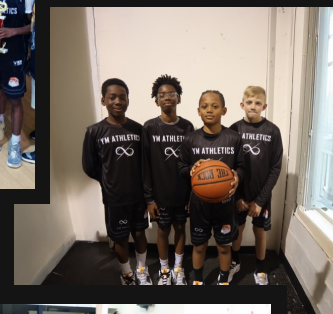
Audience Engagement

Social Channels - Updated
525,000+ Followers
794,851 Yearly Impression
31.25% Avg Engagement Rate

Website
8,500+ Pageviews
24,700+ Sessions
5,500+ Users

Email
2,500+ Subscribers
79% Open Rate

Search Impressions
26,400+ Total Impressions
3.48% Click through rate





Tailored Opportunities

Our packages put community first. Your support opens doors for kids. Your brand earns trust in the process.

Overview

Tiered options fit different goals. Each one includes clear recognition, honest storytelling, and real contact with the YM community.

Highlights

- **Community (Bronze):** Logo on site and program. Thank-you mention on stage. Inclusion in the post-event recap.
- **Partner (Silver):** All Community benefits. Placement in event signage and photo galleries. Two VIP mixer passes.
- **Leadership (Gold):** All Partner benefits. Premium logo zones. Mention in media notes. Four VIP mixer passes.
- **Presenting (Platinum):** Naming rights. Prime logo on stage surround and red carpet wall. Speaking welcome. Ten VIP mixer passes.

Custom add-ons

- Red Carpet Sponsor
- Media Lounge Sponsor
- Entertainment and Band Sponsor
- Stage Zone Sponsor
- Signature Cocktail Sponsor
- Digital and Social Sponsor
- Silent Auction Sponsor
- Community Impact and Legacy Sponsor
- Photo Booth or 360 Booth
- Swag Gift Box insert
- Documentary promo placement (Dec 2025)

Feature activation

- **Jeep Wagoneer Raffle** (with dealer partner on site). Live draw at the gala. Winner delivery handled by the dealer. Warranty coverage included. All creative will state odds, price per ticket, and the youth-program purpose.



Make access possible for local youth. Be known for it where it matters.
The goodwill you earn becomes recognition, referrals, and long-term brand trust.



Sponsorship Packages

Guide pricing

- **Community (Bronze)** \$5,000
- **Partner (Silver)** \$10,000
- **Leadership (Gold)** \$25,000
- **Presenting (Platinum)** \$50,000

Value promise: Your support opens roster spots, equips teams, funds tutoring, and moves us toward a permanent home. Your brand earns recognition in trusted community spaces.

Benefit	Community(Bronze)	Partner(Silver)	Leadership(Gold)	Presenting(Platinum)
Recognition on website and program materials	✓	✓	✓	✓
Thank-you on stage	✓	✓	✓	✓
Logo in photo galleries and digital recaps		✓	✓	✓
Placement on event signage zones		✓	✓	✓
Red-carpet backdrop logo placement			✓	✓
Premium stage-area logo zones			✓	✓
Speaking welcome or spotlight moment				✓
Naming rights on event title				✓
VIP Mixer passes	2	4	6	10
Gala seats (10 per table)	10 standard	10 premium	10 premium	10 premium + host table
Story kit after the event (photos, quotes, copy)	✓	✓	✓	✓
Impact report (funds deployed, youth reached, hours delivered)	✓	✓	✓	✓
Co-branded social acknowledgments	✓	✓	✓	✓
Media notes inclusion where applicable			✓	✓

Feature Activation

À la carte activations

Use these to tailor any tier.

- Red Carpet Sponsor — \$5,000
- Media Lounge Sponsor — \$10,000
- Entertainment and Band Sponsor — \$10,000
- Stage Zone Sponsor — \$5,000
- Signature Cocktail Sponsor — \$5,000
- Digital and Social Sponsor — \$1,000
- Silent Auction Sponsor — \$5,000
- Community Impact and Legacy Sponsor — \$3,500
- Photo Booth or 360 Booth — custom
- Swag Gift Box insert — \$5,000
- Documentary promo placement (Dec 2025) — custom

Feature activation:

Jeep Wagoneer Raffle

- Live draw during the gala with the dealer on site
- Up to 1,000 tickets; price per ticket set by compliance guidance
- Winner delivery coordinated by dealer; bumper-to-bumper and maintenance warranty included
- All creative will state purpose, odds, ticket price, and rules



YM ATHLETICS