

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.





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.

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Brandon Graham

Run of Show

- **Opening Remarks**
Speaker Coming Soon
- **Welcome Message**
Britainy Stephens, Director of Development, YM Athletics
- **On-stage Guests:**
Victor Rozier, President, YM Athletics
"Built Different" – YM Athletics 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 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.



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

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





Feature **Activation**

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.

À la carte activations

Use these to tailor any tier.

- Presenting Sponsor – **\$50,000**
- Entertainment & Band Sponsor - **\$10,000**
- Silent Auction Sponsor - **\$10,000**
- Red Carpet Sponsor - **\$5,000** - (5 Available)
- Signature Cocktail Sponsor - **\$5,000**
- Community Impact & Legacy Sponsor - **\$3,500**
- Digital Engagement & Social Media Sponsor - **\$1,000**
- Swag Customized Gift Box - **\$5,000** - (2 Available)

Built Different Gala Magazine:

Digital & Hard Copy

You may elect to participate by placing an ad in our event journal to feature your business or make a tribute to our honoree or youth participants:

- Back Cover – 8.5 x 11 inches - \$1,500
- Inside Front Cover - 8.5 x 11 inches - \$1,000
- Inside Back Cover - 8.5 x 11 inches - \$1,000
- Full Page - 8.5 x 11 inches - \$800
- Half Page - 6 x 4.5 inches - \$400

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.



YM ATHLETICS