



**BOYS & GIRLS CLUB**

**The Campaign for**  
**GREAT KIDS.**  
**GREAT FUTURE.**  
Boys & Girls Club of Greater Baton Rouge

## **Clubhouse Naming Opportunities & Available Donor Recognition Benefits**

### **Clubhouse Building ("Unit") Presenting Sponsor (entire 32,000-sf building): \$2,000,000**

This primary naming opportunity affords the donor **sole, exclusive Clubhouse presenting sponsor benefits**, including:

- Overall building/unit naming rights; e.g., the **Janie Smith Boys & Girls Club or Corporation X Clubhouse Unit**. Prominent named sponsor signage (lighted or unlighted, at the donor's discretion) will be placed at the two most visible locations outside the building, including the main Clubhouse signage.
- Sponsor naming with logo will appear in the first-floor Welcome Lobby inside the Clubhouse's main entrance, adjacent to or above the Front Desk (the building's nerve center and primary entrance).
- If requested, Sponsor naming with logo will also appear in at least two interior video monitors located elsewhere within the Clubhouse Building.
- BGC will make available unique educational/community partnership options (e.g., sponsor-initiated and/or co-branded educational programming, community outreach, etc.). All partnership options/programming must be in alignment with BGC's mission.
- Sponsor will be afforded high-level involvement in and representation at the Clubhouse's grand opening event, as well as in local and national press releases, and at additional campaign/related events prior to the Clubhouse's opening.

### **Gymnasium: \$1,000,000**

- This 8,400-sf (high school regulation-size) basketball gymnasium will be the heart of the Club's indoor sports and recreational activities. The Gym will also be a multi-use recreational facility, available for both BGC and (when not in use by the Club) BREC/public use.
- The sponsor's name and logo will be placed prominently both outside and inside the gym.
- If requested, Sponsor naming with logo will also appear in at least two interior video monitors located elsewhere within the Clubhouse Building.
- BGC will make available unique recreational, educational, and/or community partnership options (e.g., Gym sponsor-initiated and/or co-branded recreational or

educational programming, community outreach, etc.). All partnership options/programming must be in alignment with BGC's mission.

- Sample names: **Janie Smith Fieldhouse, Janie Smith Gymnasium, or Corporation X Gymnasium.**

#### **Administrative Center: \$1,000,000**

- The Clubhouse's Administrative Center will house the administrative and executive staff/functions for the local Boys & Girls Club organization.
- The sponsor's name and logo will be displayed prominently throughout the Administrative Center wing of the Clubhouse Building.
- This 5,000-sf space can be known (for example) as the **Janie Smith Administrative Center or Corporation X Administrative Center.**

#### **Technology/STEM Lab: \$500,000**

- This 600-sf combination classroom and technology lab will be the hub for the Club's STEM curriculum programming. Custom-designed as a communal "makerspace" room—a collaborative work space for making, learning, exploring and sharing the uses of tech tools—the Lab will contain diverse technologies and components enabling Club members to work together with creative (tech and other) tools to bring projects from conception to design, and finally production.
- Sponsor naming of the Technology Lab will be prominently placed outside the entrance (additional options for sponsor naming within the workspace will also be possible).
- BGC will make available unique educational and/or community partnership options (e.g., Lab sponsor-initiated and/or co-branded educational programming, community outreach, etc.). All partnership options/programming must be in alignment with BGC's mission.
- Naming examples: **Janie Smith Tech Lab, Janie Smith Makerspace STEM Lab, or Corporation X STEM Lab.**

#### **Performing Arts Classroom: \$500,000**

- This 2,000-sf acting, dance, and music classroom will be a unique space encouraging Club members' talents to shine. A joyful and active space, this Classroom will broaden art acquisition and appreciation, while also boosting Club kids' collaborative work and performance skills.
- Sponsor naming of the Classroom will be prominently placed outside the entrance (additional options for sponsor naming within the performance spaces will also be possible).
- Sample sponsor names: **Corporation X Performing Arts Classroom or Janie Smith Performing Arts Classroom.**

### **Teen Center: \$500,000**

- Our 6,000-sf dedicated teen center will be designed to meet the interests and needs of our teen Club members—a place they can call their own. Essentially a “Club within the Club,” this Center will house activities, technologies, and programs geared specifically for teen populations, e.g., video/recording studio, learning center, games room, and performing arts classrooms (the latter two are smaller versions of the STEM/Tech Lab and Games Room described above and below).
- Sponsor naming of the Center will be prominently placed outside the entrance (additional options for sponsor naming within the Center will also be possible).
- Sponsor naming examples: **Janie Smith Teen Center or Janie Smith Teen Station.**

### **Games Room: \$500,000**

- Often referred to as “The heart of a Boys & Girls Clubhouse,” this 2,400-sf active space will include games such as bumper pool, foosball, ping pong and board games like chess. Here Club kids do more than just blow off steam—they also learn important “life lessons” about cooperative play, strategic thinking, etc.
- Highly visible, this open space Games Room is your first impression as you walk through the Club’s main doors.
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible).
- Sample names: **Janie Smith Games Room, Janie Smith Activity Hub, or Corporation X Games Room.**

### **Kitchen: \$500,000 – Taken, “Dutch Kitchen”; donor: DeeAnn & Marshall Payne**

- The Club’s kitchen will serve two purposes: 1) a place to serve prepared dinner meals for special events, as well as breakfast, lunch, and after-school meals during the summer months; and 2) a teaching kitchen to educate Club kids regarding proper nutrition and healthy cooking.
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible).

### **Learning Center: \$250,000**

- A Boys & Girls Clubhouse Learning Center is not a “quiet place”; quite the contrary, this 450-sf Center is aimed at providing diverse, “on your feet,” high-yield learning opportunities. Here the Club’s well-known, proven character/leadership development and health and life skill programs are taught to enthusiastic young audiences, e.g., Passport to Manhood, Smart Girls, Healthy Habits, and Money Matters.
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible).
- Sponsor naming example: **Corporation X Learning Center, Janie Smith Learning Center or Janie Smith Power Hub.**

**Art Gallery: \$200,000 – Taken, “Lamar Art Gallery”; donor: Winifred and Kevin Reilly**

- A key component of the Club’s youth development strategy is recognition, and there may not be a more effective method of recognizing a child’s individuality and talent than by displaying their artwork.
- The Lamar Art Gallery will be incorporated within main entrance/lobby area (known as “Welcome Spine”) of the Clubhouse Building.

**Dining Hall/Multipurpose Space: \$200,000**

- After signing-in at the Welcome Desk, a typical Club kid’s first action within a Clubhouse is to visit the Dining Hall/Multipurpose Space for a healthy meal.
- When meals aren’t being served, the room is converted into a multipurpose space (used, for example as a classroom or activity area during inclement weather).
- Sponsor name will be placed outside the main entrance (additional options for sponsor naming within the Center will also be possible).
- Sample sponsor naming: **Janie Smith Dining Hall, Janie Smith Commons, or Corporation X Nutrition & Activity Center.**

**Outdoor Classroom/Pavilion: \$100,000 - Taken, “Charles Lamar Family Foundation Classroom Pavilion” donor: The Charles Lamar Family Foundation**

- This 30 x 30 (900-sf) outside classroom pavilion will serve as a hub for “outside learning,” on topics such as environmental awareness, growing vegetables in urban gardens, etc.
- The Charles Lamar Family Foundation Classroom Pavilion will be a creative place for learning the value and ecology of local natural resources.

**Art Classroom: \$100,000**

- The Club’s Fine Art Program encourages artistic expression among Club members through drawing, painting, printmaking, collage, mixed media, and sculpture.
- This 300-sf artistic space will be creatively utilized to educate Club kids in a variety of artistic forms, but focusing on drawing and painting.
- Annual programs will culminate in a city-wide Boys & Girls Club Exhibit at The Lamar Art Gallery.
- Sponsor naming examples: **Corporation X Fine Arts Classroom, Janie Smith Studio, or Janie Smith Art Center.**

**Other Naming Opportunities (sponsor levels negotiable or TBA):**

- Gymnasium Floor (basketball court)
- Administrative Conference Room
- Various smaller rooms or dedicated spaces featuring teen activities, including:
  - Teen Studio

- Teen Game Room
- Teen Learning Center
- Teen Tech Center
- Teen Art/Performing Arts Classroom

**Note:** All naming options listed above can be paid over a period not to exceed five years (with written pledges made for the full amounts). Also, in accordance with the policy for the Boys & Girls Club of Greater Baton Rouge, all above-listed naming opportunities will be guaranteed for a 20-year duration. Renewal option negotiations may be pursued by either or both parties up to two years prior to the conclusion of each 20-year naming term.

**GREAT FUTURES START [HERE.](#)**



**BOYS & GIRLS CLUB**