



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

YOUR NAME CAMPAIGN

**JOHN M. BLACKBURN INDOOR ATHLETIC FACILITY
Naming Opportunities
WILLIAMS YMCA OF AVERY COUNTY**

GAME ON!

Our Mission: To put Christian principles into practice through programs that build a healthy spirit, mind and body for all.

Something new for our whole community is on the horizon...

Youth/Adult Basketball and Volleyball Travel Tournaments and Leagues!

Indoor Soccer and Pickleball Leagues!

Safe Afterschool, Snow Camp and Summer Camp FUN!

The Impact of Travel Leagues

Travel sports teams have become increasingly popular over the past ten years. These teams and leagues allow young athletes to play a higher level of competition and higher number of games. With more competition and more playing opportunities each athlete involved is able to improve their skills and gain a competitive edge.

The Impact of Tournaments

With nearly 40% of the youth population being involved in some type of athletics, the need for venues to host travel tournaments is soaring. The Blackburn Center will not only provide a venue for basketball, volleyball and wrestling tournaments, but it will bring an economic boost to the county: an estimated \$251,558 per basketball tournament, for example.

The Impact of Indoor Practice

For years, Avery County has been in need of more gym space. With limited accessibility at many school gyms, it is difficult for recreation teams and even the Avery High School teams to have adequate gym time. With the new addition of two full indoor basketball courts, the people of Avery County will finally have access to a gym when they most need it. Not only will this benefit young athletes, but the middle age and older population will benefit as well through various adult leagues.

The Impact of Community

A lack of recreational opportunities has often been a turn off for many people, especially during the winter months. With the addition of the Blackburn Center, people of all ages and ability levels will have access to indoor recreation opportunities such as Basketball, Volleyball, Indoor Soccer and Pickleball .

Introducing James Penley, Sports Director

The Williams YMCA of Avery County is happy to introduce its new Sports Director! James Penley comes to us from the Beaufort County YMCA in South Carolina where he served in the same role. James is a native of Davidson County, NC and attended UNC Wilmington before beginning his work with the YMCA.

"I grew up loving sports, specifically football and baseball. I participated in other sports recreationally to stay involved. Sports to me is more than being active! It's about team bonding and helping with life skills needed. It also gives kids a way to be part of something and have a sense of meaning."

"I have always had a passion for people and building relationships. I got involved with the YMCA because of the organization's morality and mission. I love that the Y has Christian principles and allows me to practice my faith. I love that it is community-centered and it is a common goal that we reach as much of the community as possible. It allows people to be active, social, and get involved in different ways. It seemed to be the best thing for me at this point in my life!"



YOUR NAME CAMPAIGN

Naming opportunities abound in the new John M. Blackburn Indoor Athletic Facility. The name of YOUR business, church or organization can be in place for your potential & regular customers, congregants and constituents to see. Youth Development, Healthy Living and Social Responsibility is the name of our game. Be part of this. Family Fun has arrived in Avery County.

Team Chairs

With two full-sized gymnasiums, 40 high quality padded chairs, ten for home teams & 10 for visiting teams will be available for renewable sponsorship. Each sponsorship will have a 5 year life in order to maintain the highest possible quality. A minimum of 5 chairs per sponsorship. Text only. \$250 each.

Bump Pads

This is a high impact sponsorship. Two 6' x 9' Bump Pads are available in each gymnasium. When you sponsor a Bump Pad, not only your name, but your logo will be included. Each Bump Pad has a sponsorship life of 10 years in order to maintain the highest possible quality. Bump Pad sponsorship is \$5,000 each.

Banners

Vertical Banners will hang in both gymnasiums and in the O'Connell Field House. Banners will feature your name and your business logo. Each banner sponsorship will be renewable each year, January through December. \$1,000 each.

Concession Stand or Lobby

The Concession Stand and Lobby area of the John M. Blackburn Indoor Athletic Facility are premium naming opportunities for you, your family or your business. These are permanent. The Concession Stand is an available opportunity at \$15,000 and the Lobby is \$30,000.

Allison Vance Phillips, Director of Athletics



Allison Phillips has been with the Williams YMCA since 2012 after graduating from Mars Hill University with a B.S. in Business Administration and Health Promotions. Over the past five years, she has transitioned from Chapman Center Coordinator to Director of Youth Programs and now Director of Athletics. Allison has a passion for youth and how their lives can be improved through athletics. As a high school coach and personal trainer, staying active is a huge part of her life. Now she will gain the space to be able to increase the amount of athletic opportunities for both children and adults in Avery County.

“With the addition of the Blackburn Center and O’Connell Field House, the YMCA will finally be able to offer the type of athletic leagues and programs that I have only dreamed about. I hope everyone is excited about what’s coming because it will be transformational for our community. The future is limitless for the Williams YMCA!”

The Impact of Your Name

Researchers found that each athlete competing in tournaments brings 2.14 additional people with them. Researchers estimate that overnight visitors each spend an average of \$166/day, while day visitors spend \$57/day. A conservative estimate is the Williams YMCA of Avery County will sponsor one tournament per month at the Blackburn Center. We can easily draw 40 regional teams to compete in our basketball tournament. On average, there are ten youth to a team. If eight of those teams are local, ten teams are just day visitors, and 22 overnight visitors, the three-day tournament alone will generate \$251,558 in direct economic impact in Avery County, without even computing an economic multiplier.