



15 Green St 3<sup>rd</sup> Floor  
Charlestown, MA. 02129

**TURN IT  
AROUND**

April 4, 2018

Dear Community Partner,

My name is Ginaya Greene Murray and I am the Prevention Program Coordinator at the Charlestown Coalition. I also oversee the Coalition's youth group, *Turn It Around*.

*Turn It Around* focuses on educating the community on a wide range of public health issues, including addiction, racial and ethnic inequities in health, and more. We also aim to enhance protective factors in youth such as, providing positive adult role models, extracurricular opportunities, and service opportunities. These are proven to reduce maladaptive behaviors in youth, such as substance use and violence.

As part of our efforts to create healthy and unifying opportunities for Charlestown youth, on Saturday, April 28, 2018, we are hosting our 4th Annual *Turn It Around* Basketball Tournament. This tournament is open to all middle and high school aged youth that are residents of Charlestown. In the past, nearly 75 kids participated in the tournament and this year we're hoping to increase these numbers to well over 100.

The tournament takes place Saturday from 10:00am-4:00pm at the Charlestown Community Center and consists of a series of 3-on-3 games. The participants are also invited to a dinner and community building activity the night before, Friday, April 27<sup>th</sup>, from 6:00pm-8:00pm at the local YMCA. The Charlestown community is in desperate need of inclusive teen programming and we've found that the Tournament serves as one of the only events in which youth from throughout the neighborhood come out to learn and play together.

To make this tournament a success and reach all the youth that may benefit from it, we are asking for community partners and local companies to serve as sponsors. Whether it is through sponsoring team t-shirts, contributing a raffle item, making a general donation to the tournament, or donating food—any contribution is widely esteemed.

*Please see the back of this letter to find out how your business can be advertised as part of your contribution!*

If you have any questions or concerns, please don't hesitate to contact me at 617-726-6684 or [Ggreene-Murray@Partners.org](mailto:Ggreene-Murray@Partners.org). To learn more about *Turn It Around*, check out our Facebook page at <https://www.facebook.com/TurnItAroundCharlestown/> or follow us on Instagram at [www.instagram.com/TurnItAroundCtn](http://www.instagram.com/TurnItAroundCtn)

With great sincerity & gratitude,

*Ginaya Greene Murray*

Ginaya Greene Murray

\* Please note, the deadline for becoming an Event or Team Sponsor is April 9<sup>th</sup>  
See back for details



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## Sponsoring the 4<sup>th</sup> Annual *Turn It Around* Basketball Tournament

If you would like to have your business involved in supporting this event and the youth of the community, please see the Sponsor Levels below:

### **Sponsor Levels:**

*\* Please note, the deadline for becoming an Event or Team Sponsor is April 9th*

#### **Platinum Sponsor (Above \$2,000)**

- Become an Official Event Sponsor, Company is Announced during half time
- Recognized by Coalition as Official Event Sponsor
- Prominent Name/Logo on ALL Team T-shirts, Website, and Social Media
- Name and Logo in any Team Videos (if applicable).
- Company name/logo on Coalition Monthly Newsletter

#### **Gold Sponsor (\$1,000 and higher)**

- Name and Logo on ONE Team's T-shirts (team chosen by business)
- Recognized by Coalition as Official Team Sponsor
- Prominent Name/Logo on T-shirt, Website, and Social Media
- Company name/logo on Coalition Monthly Newsletter

#### **Silver Sponsor (\$500 and higher)**

- Company name on Social Media and Coalition Website
- Company name on Coalition Monthly Newsletter

#### **Bronze Sponsor (\$100 and higher)**

- Company name on Coalition Website
- Company name on Coalition Monthly Newsletter

#### **Turn It Around Fan (\$99 or lower)**

*\* Any contribution of pre-packaged food, raffle items and/or donation amounts are highly appreciated!*

*Please make checks payable to Charlestown Boys & Girls Club with "Turn It Around 3on3" in memo line.*

Thank you once more for your generous sponsorship of this annual event. Your support is not something we take lightly and is very much needed and appreciated by everyone connected with the Charlestown Coalition and the *Turn It Around* youth group.

**To become a sponsor- Contact Ginaya Greene Murray at**  
[Ggreene-Murray@Partners.org](mailto:Ggreene-Murray@Partners.org) or 617-726-6684