



**Big Brothers
Big Sisters**

**BIG NIGHT IN
FRIDAY, OCTOBER 16**



Big Brothers Big Sisters invites you to become a Defender of Potential

by sponsoring our premier annual virtual fundraiser, **BIG NIGHT IN**. An event that reflects our motto: **Together, We are Defenders of Potential.**

Recently, the world has shifted. COVID-19 is an evolving global, national, and statewide crisis. The unprecedented stress of this pandemic is felt by all, but the Littles we serve are likely to bear the heaviest burdens of trauma and economic fallout. At Big Brothers Big Sisters, the health and safety of our Littles, Bigs, families, staff, event participants, and partners is our first priority. There is not much we can control, but we can make sure that our Littles feel safe. In order to continue to support our programs, we have decided to shift to a virtual platform to host our annual fall fundraiser.

We have responded to these challenges by adapting our programs and events. This year, our Defenders will be celebrated virtually – we know that no matter what, a good defense is the best offense to help our kids build skills and relationships. Your sponsorship will defend potential by creating mentoring matches throughout our communities. With Big Brothers Big Sisters, you will help kids discover who they are, cultivate abilities to shape their own lives, and learn how to engage with and contribute to the world around them, with the help of a mentor.

BIG NIGHT IN benefiting Big Brothers Big Sisters

- Friday, October 16, 2020 7-8 p.m.
- Sponsorships: \$25,000 - \$2,500

All proceeds create and support one-to-one mentoring matches that ignite the power and promise of youth in Richmond. Your sponsorship will elevate mentoring as an impactful way to clear the path to kids’ biggest possible futures. Plus, for every \$1 invested in Big Brothers Big Sisters, our community sees a \$3.28 benefit through reduced violence/crime and improved Educational outcomes.

Your actions speak louder than words. Let’s get off the sidelines and create mentoring matches for the 400+ kids who are still waiting for a mentor! Your sponsorship of BIG NIGHT IN will defend potential.

Thank you in advance for your support.

Best regards,

Danielle Cohen
Executive Director

GREATER RICHMOND

1707 Summit Ave
Suite 200
Richmond, VA 23230
(804) 261-4940

VIRGINIA PENINSULA

South Morrison Family
Education Center
746 Adams Dr. Room 10
Newport News, VA 23601
(757) 369-6824

HAMPTON ROADS

500 E. Main Street, #1105
Norfolk, VA 23510
(757) 392-5155

TRI-CITIES

110 Main Street, Suite 3
mail to: P.O. Box 882
Hopewell, VA 23860
(804) 319-5198



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FEATURED MATCH EFTON & KEVIN



Little Efton and Big Kevin McQueen, Co-CEO of CapTech Ventures, Inc., have been in each other's lives for many years now. They were matched when Efton was in elementary school in our Site-Based program. They quickly fell into an easy rhythm of throwing a football on the playground and eating lunch together at school. Unfortunately Efton's family experienced a tragedy that required their match to be closed out. Through the following months, Kevin remained a source of support for Efton and his family. As soon as was allowed Efton requested to be matched with Kevin again, and the pair haven't looked back since.

The relationship between Kevin and Efton goes well beyond just mentoring. They have profoundly changed each other's lives and consider each other, and each other's family, one. We celebrate them not only at Big Night In, but all year round as true Defenders of Potential.



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SPONSOR **BENEFITS**

SPONSOR BIG NIGHT OUT AND YOU WILL REACH A WIDE AUDIENCE INCLUDING OUR BOARD MEMBERS, VOLUTNEERS, AND DONORS

COMPANY NAME & LOGO
ON EMAIL BLASTS TO

1,000+

INCREASE BRAND AWARENESS
AMOUNG GUEST ATTENDANCE OF

250+

DIRECT, POSITIVE IMPACT TO
KIDS IN NEED OF A MENTOR

400

PRESENTING SPONSOR | \$25,000

- Virtual welcome from corporate representative
- Logo on mobile bidding app throughout the event
- Logo on virtual step and repeat used during the event
- Party-in-a-box delivered to your office/home (includes your guests/employees up to 5)
- Featured in post event thank you emails
- Featured in 2021 Spring newsletter
- Social media recognition
- Logo inclusion on the virtual invitation and event website
- All benefits from Platinum, Gold, & Silver levels

PLATINUM SPONSOR | \$10,000

- Logo on virtual step and repeat used during the event
- Party-in-a-box delivered to your office/home (includes your guests/employees up to 5)
- Social media recognition
- Logo inclusion on the virtual invitation
- Logo inclusion on the event website

GOLD SPONSOR | \$5,000

- Social media recognition
- Logo inclusion on the virtual invitation
- Logo inclusion on the event website

SILVER SPONSOR | \$2,500

- Logo inclusion on the virtual invitation
- Logo inclusion on the event website



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HOW CAN YOU DEFEND POTENTIAL?

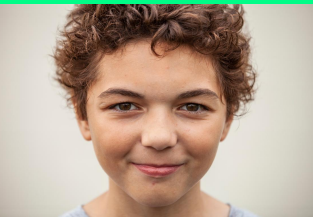
BE A SPONSOR FOR **BIG NIGHT OUT**. CHANGE A CHILD'S LIFE FOR THE BETTER, FOREVER.



PRESENTING SPONSOR | \$25,000

SPONSOR A YEAR OF COACHING FOR 25 MATCHES (BIG, LITTLE, AND PARENT)

Each Match receives professional support from our staff member which includes monthly check ins, coaching and trainings. This adds up to 32 hours of support per match, for a total of 800 hours.



PLATINUM SPONSOR | \$10,000

SPONSOR 10 MATCHES FOR A YEAR.

Help us serve 10 matches this year through our mentoring programs. Our programs offers Littles the chance for one-to-one interactions in a structured environment with Bigs who provide guidance and inspire them to reach their potential.



GOLD SPONSOR | \$5,000

SPONSOR THE RECRUITMENT OF NEW MENTORS FOR A YEAR.

70% of requests for a Big come from single parents of boys, but only 47% of mentors are men. Help us recruit the mentors we need through media, events, corporate lunch & learns, and more.



SILVER SPONSOR | \$2,500

SPONSOR A TRAINING OPPORTUNITY FOR 30 BIGS.

Training of Bigs goes beyond initial orientation. Big Brothers Big Sisters provides training on LGBTQ+ inclusivity, fact vs. value based decision making and current trends in drug and alcohol use.



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COUNT US IN Yes! We will sponsor Big Night In, the premiere virtual gala, benefiting Big Brothers Big Sisters.

PRESENTING SPONSOR \$25,000

PLATINUM SPONSOR \$10,000

GOLD SPONSOR \$5,000

SILVER SPONSOR \$2,500

Sponsor Name: _____

Company Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website (for listing if applicable): _____

I agree to sponsor the annual Fall Gala on October 16th, 2020 at the level indicated above.

Donor Signature: _____ Date: _____

Big Brothers Big Sisters Tax ID: 54-0702502

TOGETHER, WE ARE DEFENDERS OF POTENTIAL. **THANK YOU.**