



BIG NIGHT OUT

NOVEMBER 17, 2023 | JOHN MARSHALL BALLROOM

SPONSORSHIP OPPORTUNITIES!

Big Brothers Big Sisters invites you to become a Defender of Potential by sponsoring our premier annual fundraiser, our BIG NIGHT OUT gala.

Our agency creates and supports one-to-one mentoring matches between volunteers from the community and local youth. Littles matched in BBBS programs for over a year show progress in areas of academic achievement, social and emotional skills, and healthy behaviors. In 2022, after a year of meeting with their Big, over 40% of Littles did better in school, and 20% of Littles experienced fewer depressive symptoms.

We know you want to put your money where it makes a difference. Your sponsorship will be reinvested right here in Central and Eastern Virginia, to ignite the power and the promise of our best resource - kids, our future leaders and role models. Every dollar invested in BBBS sees eighteen dollars of benefit returned to the community, and 87 cents of every dollar our agency receives is spent directly on our programs.

Your generosity drives our outsized results.

This year, our goal is to raise \$125,000 at Big Night Out. We have opportunities to support our mission starting at \$1,500 for our Corporate Table Sponsorship up to our Presenting Sponsorship for \$25,000. There are multiple levels to fit your needs and please ask our team if you would prefer a custom quote. Your company will receive tickets to our gala, brand placement, social media promotion, and more.

Every dollar raised at Big Night Out will go towards meeting the needs of over 300 kids who remain on our waiting list. With over 70% of Littles being raised by a single parent, an additional caring adult can make a BIG difference.

We would be honored to have your contribution to our gala and to have you join us as we pursue our mission to Defend the Potential of all youth by matching them with a caring mentor. Please join us Friday, November 17th at the John Marshall Ballroom in Richmond for our Big Night Out in Wonderland.

Thank you for your generosity.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kathleen'.

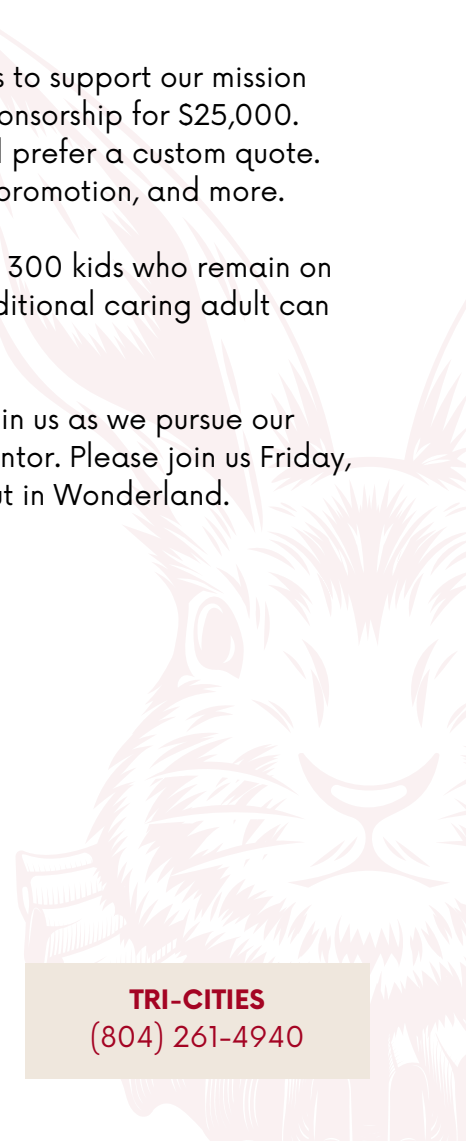
Executive Director

GREATER RICHMOND
(804) 261-4940

VIRGINIA PENINSULA
(757) 369-6824

HAMPTON ROADS
(757) 392-5155

TRI-CITIES
(804) 261-4940



Sponsor **Big Night Out** and you will reach a wide audience to include our board members, volunteers, donors, and more!

34,637

Digital Web
Impressions

200+

Increase brand
awareness among
those in attendance

400

Youth waiting
to be matched

SPONSOR IMPACT

Sponsoring Big Night Out allows BBBS to recruit new Bigs, match Littles on our waitlist, and coach Bigs so they can best support their Littles.

18:1 ROI

For every \$1 invested, BBBS returns
\$18 back to society

282

Youth served in 2022

BBBS mentoring matches help:



Grow Confidence



Increase Academic
Achievement



Build Healthy Lifestyles

PRESENTING SPONSOR | \$25,000 (Only 1 available!)

- 24 tickets for seating at 3 private branded tables
- Tickets include VIP Access with early event entry
- VIP valet parking
- Live speaking opportunity (3-5 mins) OR corporate video*
- Featured in upcoming newsletter
- 4 digital advertising posts: web, social & email
- 1 large ad in event program

PLATINUM SPONSOR | \$15,000

- 16 tickets for seating at 2 private branded tables
- Tickets include VIP Access with early event entry
- VIP valet parking
- Live speaking opportunity (3-5 mins) OR corporate video*
- Featured in upcoming newsletter
- 3 digital advertising posts: web, social & email
- 1 large ad in event program

GOLD SPONSOR | \$10,000

- 16 tickets for seating at 2 private branded tables
- Live speaking opportunity (3 mins) OR corporate video*
- Featured in upcoming newsletter
- 2 digital advertising posts: web, social & email
- Small ad in event program

SILVER SPONSOR | \$5,000

- 8 tickets for seating at 1 private branded table
- 2 digital advertising posts: web, social & email
- Company logo in event program

BRONZE SPONSOR | \$2,500

- 8 tickets for seating at 1 private branded table
- 1 digital advertising post: web, social & email
- Company logo in event program

*Pending agency approval

Underwriting opportunities help create and support fun and exciting elements for guests of Big Night Out and provide additional exposure for our corporate partners.

Auction Sponsor | \$7,500

- 8 tickets for seating at 1 private branded table
- 2 auctioneer spotlight callouts during auction
- Logo Placement On:
 - Mobile bidding device
 - Silent bidding tables
 - Event program

Entertainment Sponsor - \$5,000

- 8 tickets for seating at 1 private branded table
- Company shoutout from band
- Logo Placement On:
 - Entertainment stage
 - Event program

Bar Sponsor - \$5,000

- 8 tickets for seating at 1 private branded table
- Logo Placement On:
 - Napkins
 - Bar branding
 - Event program

VIP Room Sponsor - \$5,000

- 8 tickets for seating at 1 private branded table
- Logo Placement On:
 - VIP Room branding
 - Event program

Wine Wall Sponsor - \$2,500

- 8 tickets for seating at 1 private branded table
- Logo Placement On:
 - The Wine Wall
 - Event program

Table Sponsor - \$1,500

- 8 tickets for seating at 1 private branded table
- Logo Placement On:
 - Event program

**YOU CAN DEFEND
POTENTIAL!**



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 | \$15,000

SPONSOR 15 MATCHES FOR A YEAR.
Help us serve 15 matches this year through our mentoring programs. Our programs offer 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 | \$10,000

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



SILVER 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.



BRONZE 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.



BIG NIGHT OUT

YES! WE WILL SPONSOR "BIG NIGHT OUT"!

COUNT US IN!

PLEASE CHECK THE SPONSORSHIP LEVEL YOU ARE INTERESTED IN:

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor - \$25,000 | <input type="checkbox"/> Silver Sponsor - \$5,000 |
| <input type="checkbox"/> Platinum Sponsor - \$15,000 | <input type="checkbox"/> Bronze Sponsor - \$2,500 |
| <input type="checkbox"/> Gold Sponsor - \$10,000 | |
| <input type="checkbox"/> Underwriting Sponsor _____ \$ _____ | |

Sponsor Name: _____

Company Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I agree to sponsor Big Night Out on November 17, 2023 at the level indicated above.

Donor Signature: _____ Date: _____

PLEASE SUBMIT SPONSOR PACKET TO LYNN VANNOY BY SEPTEMBER 30, 2023.

Big Brothers Big Sisters Tax ID: 54-0702502

TOGETHER, WE ARE DEFENDERS OF POTENTIAL

THANK YOU!

QUESTIONS?

CONTACT LYNN VANNOY AT 804-566-9327 OR LVANNOY@BIGBROBIGSIS.COM