



# BIG NIGHT OUT - SPONSORSHIP

September 19, 2025 | Historic Mankin Mansion

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 2024, after a year of meeting with their Big, over 93% of Littles did better in school, and 81% 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 \$133,000 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 100 kids who remain on our waiting list. With 68% 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, September 19th at the Historic Mankin Mansion in Henrico for our Big Night Out: Garden Soirée.

Thank you for your generosity.

Sincerely,

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

Ellie Martinez  
Executive Director

**GREATER RICHMOND**

(804) 261-4940

**VIRGINIA PENINSULA**

(757) 253-0676

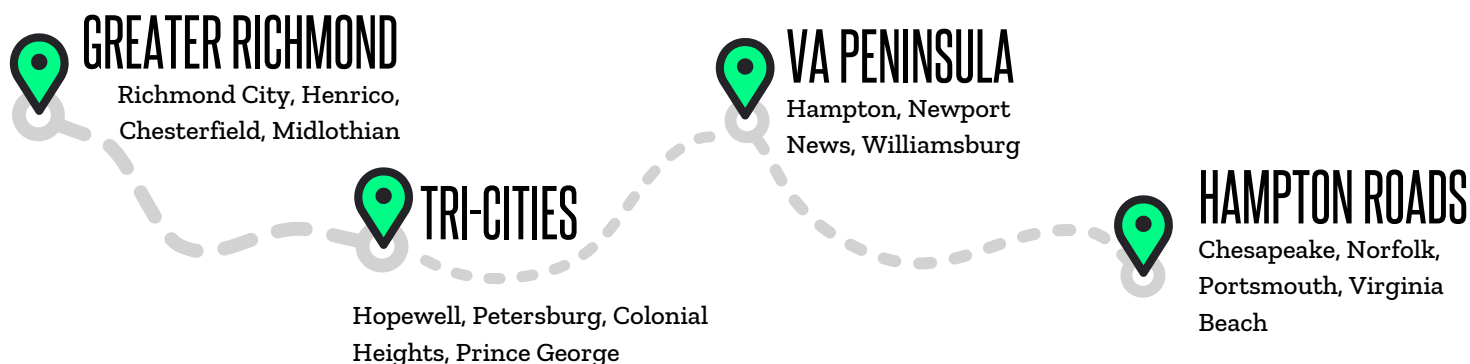
**HAMPTON ROADS**

(757) 392-5155

**TRI-CITIES**

(804) 261-4940

Big Brothers Big Sisters makes meaningful, professionally supported matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through young adulthood. We develop positive relationships that have a direct and lasting effect on the lives of youth in our communities. Our local agency, Big Brothers Big Sisters Services Inc., has been serving youth and volunteers across central and coastal Virginia for over 60 years. We operate across these four regions:



**221**  
Number of Littles served in 2024

**129**  
Youth on the waitlist in need of a Big

**\$2,850**  
Annual cost to support a Big and Little

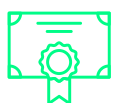
BBBS provides individualized coaching for the Big, Little and the parent/guardian of the Little. This ensures each Little has the opportunity to achieve their potential. Each year, Littles take a survey to measure their progress.



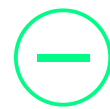
**92% reported strong or improving relationships with peers**



**77% reported strong relationships with their families**



**100% made or strengthened plans for finishing high school**



**85% understand the negative consequences of bullying**



**88% stayed on track or improved their emotional regulation skills**



**100% understand the negative consequences of alcohol, tobacco, and other drugs**

Become a sponsor and make a lasting impact in our community! Your sponsorship empowers BBBS to recruit new Bigs, match Littles on our waitlist, and provide crucial support and coaching to Bigs, ensuring they can make a positive difference in their Littles' lives.

As a sponsor, you'll gain meaningful visibility across our extensive network, reaching generous donors, dedicated volunteers, board members, and our broader community. Join us in creating brighter futures for all.

Gain visibility with  
web impressions,  
reaching an  
audience of 7,000+

Expand your brand's  
reach and grow your  
following

Invest in brighter  
futures for your  
community

# 18:1 ROI

For every \$1 invested,  
BBBS returns \$18 back  
to society through our  
mentoring programs

## BBBS mentoring matches help:



Grow Confidence



Increase Academic Achievement

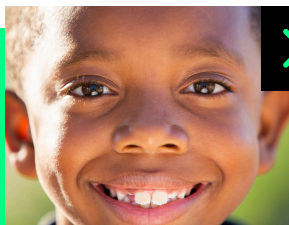


Build Healthy Lifestyles

	<b>PRESENTING SPONSOR</b>	<b>PLATINUM SPONSOR</b>	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>BRONZE SPONSOR</b>
	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
<b>BIG NIGHT OUT</b>					
<b>Gala tickets</b>	24 tickets for seating at 3 private branded tables	16 tickets for seating at 2 private branded tables	16 tickets for seating at 2 private branded tables	8 tickets for seating at 1 private branded table	8 tickets for seating at 1 private branded table
<b>BRAND RECOGNITION</b>					
<b>Live speaking opportunity at the event</b>	✓	✓			
<b>Spotlight in our newsletter</b>	✓	✓	✓		
<b>Featured in email blasts</b>	✓	✓	✓	✓	
<b>Displayed in the event program</b>	Large ad	Large ad	Small ad	Logo	Logo
<b>Highlighted on our website</b>	✓	✓	✓	✓	✓
<b>Social media recognition</b>	✓	✓	✓	✓	✓

# HOW CAN YOUR SPONSORSHIP **DEFEND POTENTIAL?**

**Be a sponsor and change a child's life for the better, forever.**



## **>> \$25,000 | 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.



## **>> \$15,000 | SPONSOR A YEAR OF COACHING FOR 20 MATCHES**

Each Match receives professional support form 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 640 hours.



## **>> \$10,000 | SPONSOR A DEVELOPMENT OPPORTUNITY FOR LITTLES**

Support impactful workshops for youth, like resume building, career exploration, and skill development sessions. These programs equip Littles with valuable tools for their future success and helping them envision a world of possibilities.



## **>> \$5,000 | SPONSOR 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.



## **>> \$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.



## **>> \$1,000 | SPONSOR A YEAR OF SCHOOL BASED MENTORING**

Support traditional one-to-one mentoring during school hours, where a Big will spend an hour per week with their Little during their lunch hours for 3 semesters. This adds up to 40 hours per school year.



**COUNT US IN**  
Yes! We want to be a sponsor!

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       |   |

Sponsor Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I agree to sponsor Big Night Out on September 19, 2025 at the level indicated above.

Donor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please submit sponsor packet to LaChelle Lewis by July 15, 2025**

Big Brothers Big Sisters Tax ID: 54-0702502

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

**QUESTIONS?**

CONTACT LACHELLE LEWIS AT 804-522-0541 OR LLEWISBIGBROBIGSIS.COM

