IGNITING POWER AND POTENTIAL

The Big Little Run

VIRTUAL RACE

Registered Charity No. 11880 9227 RR0001

Sponsorship Proposal September 2020

Dear Community Partner,

What if every child fulfils his or her potential? What if every child is set on the right path today? What if every child in Guelph graduates high school, goes to college or university, gets a job and gives back to their community?

Potential is everywhere; in every city and every province. Step up with us today to support this potential and together we can shape the Canada—and the Guelph—of tomorrow. We stand with youth because we know the simplest acts create the biggest impact, and these acts can empower potential everywhere.

With social distancing rules in place, **children need supportive mentors now more than ever** to help support positive mental health and prevent social isolation. Many of our programs have been modified to support social distanced and virtual communication between children and their adult mentors. With your help, we can continue to commit to Guelph's young people by providing them with the highest quality, volunteer-based mentoring programs.

Join **Big Brothers Big Sisters of Guelph** for our annual Big Little Run Virtual Race from September 1st - 30th 2020. All revenue generated from the Big Little Run supports our programs at Big Brothers Big Sisters. This 5K, 10K and Half Marathon virtual race can be completed as a run, walk or hike and participants can take part from anywhere!

Our Sponsors receive promotions on digital communications leading up to, and during the month of September, as well as on our promotional items.

The success of the Big Little Run each year is due to the incredible support Big Brothers Big Sisters of Guelph receives from the **community**—schools, families, friends, local businesses and corporate sponsors. Whether you participate as a runner, a sponsor, a volunteer or a donor to our silent auction, you are supporting the healthy development of children in the community.

Thank you,
2020 Big Little Run Event Committee

WHY SPONSOR?

- Elevate company awareness
- Make a philanthropic impact within the community
- Be recognized for contributing to the work at BBBSG
- Make high value connections
- Networking
- Promotion: Inclusion of company marketing collateral (1 item) to be distributed to all Big Little Run participants

WAYS TO BECOME PART OF BIG LITTLE RUN 2020

RACE SPONSOR

* Choose from various levels of sponsorship or contact Jennifer Tremaine to build a custom Sponsorship Package

REGISTER AS A PARTICIPANT

* Bring out your colleagues from work, or your friends and family to participate in BLR

DONATE ITEMS OR SERVICES

* Donate items or services for silent auction fundraising or even the 2020 Swag Bags

MONETARY DONATION

* Monetary gifts in any amount are always welcome!
* Please visit guelph.bigbrothersbigsisters.ca/donate

2020 Big Little Run Sponsorship Opportunities

PLATINUM SPONSOR | $2,500

- ⇒ Logo on banner displayed at the top of campaign websites
- ⇒ Mention during Facebook Live opening/closing ceremonies
- ⇒ 4 social media supporter posts in September
- ⇒ Logo on Swag Bags
- ⇒ Logo and link to website on Results Page and Registration Confirmation Page
- ⇒ Logo on all Virtual Bibs and Finisher Certificates
- ⇒ Logo on all Email Appreciation Campaign emails to registered participants

GOLD SPONSOR | $1,000

- ⇒ Online recognition through campaign websites
- ⇒ Mention during Facebook Live opening/closing ceremonies
- ⇒ 2 social media supporter posts in September
- ⇒ Logo on Swag Bags
- ⇒ Logo on Results Page and Registration Confirmation Page

SILVER SPONSOR | $500

- ⇒ Online recognition through campaign websites
- ⇒ Mention during Facebook Live opening/closing ceremonies
- ⇒ 1 social media supporter post in September
- ⇒ Logo on Swag Bags

BRONZE SPONSOR | $250

- ⇒ Online recognition through campaign websites
- ⇒ Mention during Facebook Live opening/closing ceremonies

2020 Big Little Run Sponsorship Opportunities

PROMOTIONAL BENEFITS AND OPPORTUNITIES	$2,500	$1,000	$500	$250
Company logo or name on bbbsg.ca, and Race Roster and Running Room's BLR event listings	LOGO	LOGO	LOGO	NAME
Company mentioned in BIG Skinny, BBBSG Electronic Newsletter	✓	✓	✓	✓
Opportunity to provide branded promotion item to event participants in	✓	✓	✓	✓
Mention during Facebook Live opening/ closing ceremonies	✓	✓	✓	✓
Logo on Swag Bags	✓	✓	✓	
Social media mention(s) during the event month (September 2020)	4	2	1	
Number of complimentary runners	4	3	2	
Logo and/or link to website on Results Page and Registration Confirmation Page	✓	✓		
Logo on all Virtual Bibs and Finisher Certificates	✓			
Logo on all Email Appreciation Campaign emails to registered participants	✓			
Logo on banner displayed at the top of campaign websites	✓			

THANK YOU TO OUR 2019 BLR SPONSORS

The Big Little Run

Big Brothers Big Sisters OF GUELPH

Grand River Conservation Authority

Presenting Partner

BrokerLink
Auto / Home / Business Insurance

Island Pavilion Sponsor

switzer·CARTY transportation

5K Presenter

the co-operators
A Better Place For You

Richard Van Dyke Agency

Food Sponsors

Longo's a fresh tradition

SUPERB Property Maintenance

Kilometre Sponsors

NELSON, WATSON LLP
BARRISTERS, SOLICITORS & NOTARIES
in association with Wolfe, Smith & Forster LLP

IBI

Nestlé Waters

BioPed

footcare since 1981

Community Partners

AHS Absolute Health Science

CAPISTRANO BISTRO & ESPRESSO BAR

Dramatic Entertainment

DAVIDsTEA

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