



Big Brothers  
Big Sisters  
OF GUELPH

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OF GUELPH

# 2022 BIG CHASE SPONSORSHIP PACKAGE



# BIG BROTHERS BIG SISTERS OF GUELPH'S IMPACT

Many young people in Guelph find themselves in vulnerable situations and facing adversities such as mental health issues, family violence, identity issues or poor living conditions.

When we provide a stable and healthy environment for children, these risks are avoided and these young people gain the confidence to achieve more. When a young person has a mentor, they have someone to act as their champion, offer greater consistency in their life and connect them to broader experiences.

We believe that every young person deserves a positive adult role model to support, advise, empower and challenge them. This is why we work hard to provide life-changing mentoring experiences for over 600 local youth in Guelph.

**With your help, we can continue to commit to Guelph's young people by providing them with the highest quality, volunteer-based mentoring programs.**

## THE BIG CHASE

Big Brothers Big Sisters of Guelph has made their own event inspired by the reality television show "The Amazing Race" called The Big Chase! On October 15th, 2022, 40 teams of Guelphites will race around the Royal City completing a series of 20 different challenges hosted by local businesses and shops. May the best team win!



# WHY SPONSOR?

**Support Big Brothers Big Sisters of Guelph with the Big Chase on October 15th, 2022.** All revenue generated from the Big Chase supports our life-changing programs at Big Brothers Big Sisters.

**Our Sponsors** receive promotion leading up to the event and during the event. Depending on the level of sponsorship, we honour our sponsors with logo placement on promotions and on event materials. We also offer recognition on digital communications.

The success of the Big Chase is due to the incredible support Big Brothers Big Sisters of Guelph receives from the **community**: local schools, families, friends, local businesses, and corporate sponsors. Whether you support as a participant, a sponsor, a volunteer or a donor, you are supporting the healthy development of children in the community.

## WAYS TO SUPPORT THE EVENT

### SPONSOR

#### 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

Choose from various levels of sponsorship on page 3 or reach out to create a custom sponsorship opportunity.

### PARTICIPATE

Bring your colleagues from work or your friends & family to participate in the fun team building challenges!

### IN-KIND DONATIONS

Donate items or services for the Swag Bags

### MONETARY DONATION

Monetary gifts in any amount are always welcome! Please visit [www.bbbsg.ca](http://www.bbbsg.ca)



# SPONSORSHIP OPPORTUNITIES

## **PRESENTING SPONSOR** Exclusive | \$7,000

- 2 free team registrations (8 people total)
- 4 social media mentions
- Exclusive recognition in all radio ads
- Prominent recognition on event T-shirts
- Prominent logo recognition on signage at event site
- Prominent logo recognition on all online promotional materials
- Prominent logo recognition on campaign posters and brochures
- Recognition in e-blasts and in the BBBSG e-newsletter
- Logo printed on participants' finishing certificate

## **VICTORY SPONSOR** Exclusive | \$5,000

- 1 free team registration (4 people)
- 3 social media mentions
- Exclusive banner display at the event finish line
- Logo recognition on event T-shirts
- Logo recognition on all online promotional materials
- Recognition on campaign posters and brochures
- Recognition in e-blasts and in the BBBSG e-newsletter
- Logo printed on participants' finishing certificate

## **PHOTO BOOTH SPONSOR** Exclusive | \$3,000

- 2 social media mentions
- Exclusive logo recognition on each take home team photo
- Exclusive signage at the photobooth location
- Logo recognition on event T-shirts
- Recognition in e-blasts and in the BBBSG e-newsletter

## **REFRESH SPONSOR** 2 Opportunities | \$2,000

- 1 social media mention
- Logo recognition on event T-shirts
- Logo printed on reusable water bottles for participants
- Designated signage at the water station

## **REFUEL SPONSOR** 4 Opportunities | \$1,000

- 1 social media mention
- Logo recognition on participant Swag Bags
- Designated signage at the food station

## **CLUE CARD SPONSOR** 20 Opportunities | \$300

- Logo recognition on one clue card
- Designated signage at the tailgate party

## **CHALLENGE SITE SPONSOR** 15 Opportunities | See details below

- Host a challenge, welcoming Big Chase players to your place of business.
- Designated signage at the tailgate party

\*All sponsors will receive logo recognition on the event site and will have the opportunity set up a booth at the tailgate party to share their products and/or services with the public!



# 2021 SPONSORS



ALL YOUTH HAVE POTENTIAL  
BIG BROTHERS BIG SISTERS IGNITES THIS POTENTIAL  
WE NEED PARTNERS TO PROVIDE THE POWER

Please contact Julia Vachon with any questions:  
[julia.vachon@bigbrothersbigsisters.ca](mailto:julia.vachon@bigbrothersbigsisters.ca)