



2023 BIG LITTLE RUN SPONSORSHIP PACKAGE



Big Brothers
Big Sisters
OF GUELPH

YOUTH NEED US NOW

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 youth with these adversities don't have access to a strong support system, they risk not reaching their full potential. This can lead to continuing cycles of poverty, crime, drug use, and unhappy living. Facing these adversities long term can create toxic stress, which can impact childhood brain development and affect a child's future of possibilities.

MENTORS EMPOWER YOUTH

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 700 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.



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

2023 BIG LITTLE RUN

Support Big Brothers Big Sisters of Guelph with our annual Big Little Run event on June 25th, 2023 at Guelph Lakes Conservation Area. All revenue generated from the Big Little Run 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 Little Run each year 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 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.

WAYS TO SUPPORT THE EVENT

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.

SPONSOR PARTICIPATE

Bring your colleagues from work or your friends & family to participate in the run!

IN-KIND DONATIONS

Donate items or services for raffle fundraising or the for the Swag Bags

MONETARY DONATION

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



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR Exclusive | \$5,000

- Recognition in radio ads
- Logo printed on take-home medals for runners
- Prominent logo recognition on all promotional materials
- Recognition in event e-blasts and in the BBBSG e-newsletter
- Recognition on campaign posters and brochures
- Prominent logo recognition on event Swag Bags
- Prominent online recognition on BBBSG event listing
- 5 social media mentions

START LINE SPONSOR Two Opportunities | \$3,000

- Large banner display at the event start and finish line
- Recognition in event e-blasts and in the BBBSG e-newsletter
- Recognition through campaign posters and brochures
- Logo recognition on event Swag Bags
- Online recognition on BBBSG event listing
- 3 social media mentions

ROUTE SPONSOR Three Opportunities - 5K, 10K & Half Marathon | \$2,000

- Logo printed on corresponding bibs and race directional signs
- Recognition through campaign posters and brochures
- Logo recognition on event Swag Bags
- Online recognition on BBBSG event listing
- 2 social media mentions

WATER SPONSOR Two Opportunities | \$1,500

- Logo printed on reusable water bottles for runners
- Designated signage at water station
- Logo recognition on event Swag Bags
- Online recognition on BBBSG event listing
- 1 social media mention

FOOD SPONSOR Four Opportunities | \$1,000

- Designated signage at food pickup area
- Logo recognition on event Swag Bags
- Online recognition on BBBSG event listing
- 1 social media mention

KILOMETRE SPONSOR Multiple | \$350

- Logo recognition on a 24" by 18" Kilometre Sign
- Online recognition on BBBSG event listing



2023 SPONSORS

Beth & Ryan
REAL ESTATE TEAM



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Please contact Taylor Brick with any questions:
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