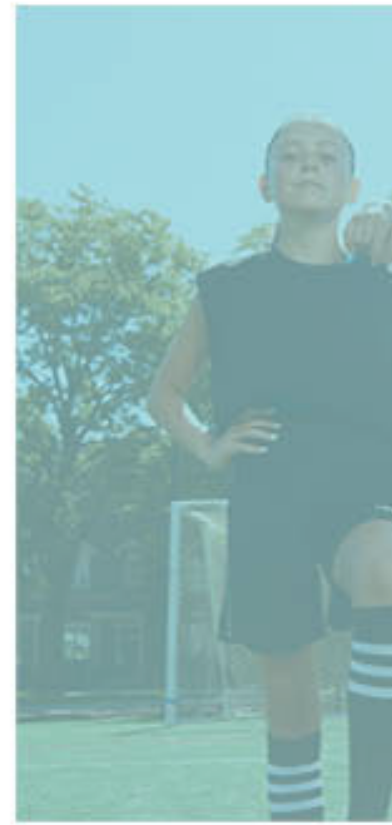




*The*  
**Big Night Out**  
*Gala*

**2024 Sponsorship  
Opportunities**

**Saturday, February 10th, 2024**





Dear Community Partner,

**What if** every child fulfills their full potential? What if every child is set on the right path to succeed? 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. We hope you'll join us today to support this potential, so that together we can shape the community of tomorrow. We stand with youth, because we know the simplest acts create the biggest impact. And these acts can ignite potential everywhere.

Join **Big Brothers Big Sisters of Guelph** as we celebrate the power of mentoring on Saturday, February 10, 2024 at the Delta Hotel by Marriott, Guelph. The 2024 BIG Night Out Gala returns to Guelph's premier event space where together, we will celebrate the future potential of children in our community while raising critical funds that support our life-changing mentoring programs. Each year, our gala committee works hard to ensure a memorable evening is created, and this year will be no different. The evening features delicious gourmet food and drink, a one-of-a-kind live & silent auction, great camaraderie, and heartfelt testimonials from families and volunteers whose lives are enriched by the impact of mentoring programs.

Each year, we strive to host a truly unique event, so that we can **provide life-changing mentoring relationships that ignite the power and potential of young people** in Guelph. With your help, we remain committed to Guelph's young people by providing them with the highest quality, volunteer-based mentoring programs.

**Our sponsors** receive recognition leading up to and during the event, including complimentary tickets, social media appreciation, digital and printed marketing materials, and through other unique touchpoints. Big Brothers Big Sisters of Guelph is a trusted name in the community and a reputable organization with which to align your brand. This is a wonderful opportunity for you and your company to step forward as a local ambassador for the health and well-being of young people.

This evening's success each year is due to the incredible support Big Brothers Big Sisters of Guelph receives from the **community**: attendees, donors, local businesses, corporate sponsors and volunteers. Whether you participate as a guest, by sponsorship, donating an auction item, or volunteering, it's the perfect gathering to celebrate the spirit of community.

Thank You,  
2024 BIG Night Out Gala Committee

## WHY SPONSOR?

- Elevate your company's commitment to engaging in corporate social responsibility
- Make an impact by supporting a reputable organization who is making a difference in the lives of young people
- Be recognized for contributing to the future health of your community
- Make high value connections with other community-focused organizations who have similar goals and values
- Attend the event to truly see the value and impact of giving back

*Select your preferred level of sponsorship from the next two pages or contact Michael Treadgold to build a custom package and become a leading ambassador for Big Brothers Big Sisters of Guelph and the BIG Night Out.*

## OTHER WAYS TO BECOME A PART OF THE BIG NIGHT OUT GALA

### **Purchase Individual Tickets**

Purchase early bird tickets to attend the in-person 2024 BIG Night Out Gala for \$140 each or \$1,300 for a table of ten guests. Prices increase December 15th!

### **Donate Items or Services**

Donate items or services for fundraising in the live & silent auction.

### **Monetary Donation**

Monetary gifts in any amount are always welcome!

(Tax receipts will be issued for donations greater than \$20)

### **Volunteer**

We are always looking for day-of event help or as part of the planning committee. Volunteering is a great way to encourage your employees to give back to a cause that's important to them and to your business!





# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR | ONE EXCLUSIVE OPPORTUNITY | \$7,500

- 10 complimentary tickets to the BIG Night Out Gala, preferred event seating & complimentary private group transportation for these guests (max. 5 locations)
- Prominent name and logo recognition **on all** event promotional materials, slideshow, program and advertisements
- 1/2-page letter from the president of your company in the event program (priority placement) and an opportunity to address the audience during the event
- Name and logo placement upon entrance to the event and at the podium
- Appreciation from Master of Ceremonies at multiple points during the event
- 3 dedicated posts or recognition on BBBSG social media and website

## PLATINUM ENTERTAINMENT SPONSOR | ONE EXCLUSIVE OPPORTUNITY | \$3,500

- 6 complimentary tickets to the BIG Night Out Gala with preferred event seating
- Prominent name and logo recognition on event materials, slideshow and program
- Exclusive name and logo recognition on entertainment stage
- 1/2-page letter from the president of your company in the event program
- Appreciation from Master of Ceremonies prior to entertainment performance
- Name and logo recognition on BBBSG social media and website

## PLATINUM WINE SPONSOR | ONE EXCLUSIVE OPPORTUNITY | \$3,500

- 6 complimentary tickets to the BIG Night Out Gala
- Prominent logo and name recognition on event materials, slideshow and program
- Exclusive name and logo placement on all table wine (40+ bottles)
- 1/2-page letter from the president of your company in the event program
- Appreciation from Master of Ceremonies during dinner
- Name and logo recognition on BBBSG social media and website

## PLATINUM COCKTAIL HOUR SPONSOR | ONE EXCLUSIVE OPPORTUNITY | \$3,500

- 6 complimentary tickets to the BIG Night Out Gala
- Prominent logo and name recognition on event materials, slideshow and program
- Exclusive name and logo placement on all cruiser tables and throughout the dedicated cocktail hour room space (Ken Danby Room)
- 1/2-page letter from the president of your company in the event program
- Appreciation from Master of Ceremonies during dinner
- Name and logo recognition on BBBSG social media and website

# SPONSORSHIP OPPORTUNITIES

## DECOR SPONSOR | ONE EXCLUSIVE OPPORTUNITY | \$2,500

- 4 complimentary tickets to the BIG Night Out Gala
- Name & logo recognition in conjunction with all event decor pieces (e.g. flowers, centrepieces, lighting, drapery, etc.)
- Recognition on Big Brothers Big Sisters social media channels (2x)
- This sponsorship is ideally geared towards a company who works in the decor industry and would be willing to provide in-kind support and be recognized as a major event partner

## GOLD SPONSOR | FOUR OPPORTUNITIES | \$2,000

- 4 complimentary tickets to the BIG Night Out Gala
- Name and logo recognition on event promotional materials, slideshow, recognition poster and program
- Recognition on Big Brothers Big Sisters social media channels (2x)
- Appreciation from Master of Ceremonies during dinner

## SILVER SPONSOR | MULTIPLE OPPORTUNITIES | \$1,000

- 2 complimentary tickets to the BIG Night Out Gala
- Name and logo recognition on event promotional materials, slideshow and program
- Appreciation from Master of Ceremonies during dinner

## BRONZE SPONSOR | MULTIPLE OPPORTUNITIES | \$600

- Name and logo recognition on event programs and slideshow
- Appreciation from Master of Ceremonies during dinner

## GOT AN IDEA?

We would be happy to work with you to design a custom sponsorship package to help achieve your company's CSR objectives and our event goals!

## AUCTION SPONSOR (IN-KIND)

One of the highlights of the Gala will be our popular live & silent auction. Items donated in the past have included:

- Event tickets
- Autographed memorabilia
- Jewelry
- Spa services
- Vacation packages and opportunities for unique or custom experiences



# THANK YOU TO OUR 2023 PARTNERS AND SPONSORS

## PLATINUM SPONSORS



## GOLD BEVERAGE SPONSOR



## BRONZE SPONSORS



## MEDIA SPONSORS



## SPECIAL EVENT & AUCTION SPONSORS



Contact: Michael Treadgold  
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