



## EVENT OVERVIEW

This summer, Big Brothers Big Sisters Independence is launching the Big Day Out – a day-long event to raise critical funds and awareness for our transformational mentorships and to celebrate the resilience of our communities. Join us for a morning of fitness and fun as we have a community bike ride and pop-up workouts in Franklin Square Park followed by our Community Picnic bringing together our Bigs, Littles, and their families.

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**For more information, or details on the Big Day Out, contact:**  
**Rachele Armstrong**  
**Director of Special Events & Sponsorships**  
[sponsorship@independencebigs.org](mailto:sponsorship@independencebigs.org)  
**607.725.7473**

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## EVENT DATE:

**Saturday, July 9, 2022**  
**Franklin Square**

## SPONSORSHIP LEVELS

### **GOLD SPONSOR/PRESENTING SPONSOR \$30,000**

- Twenty-four (24) tickets for individuals to participate in the Big Day Out (morning fitness activities, biking groups and community picnic)
- Premium listing as Presenting Sponsor including top logo placement on any designed materials
- Option for short remarks made from the podium during the Big Day Out
- Logo inclusion on designed participant t-shirts and day-of event materials (commitment must be received by May 20, 2022)
- Name or logo inclusion on the Big Day Out event landing page
- Name or logo inclusion on dedicated email messages sent from Big Brothers Big Sisters to over 20,000 constituents
- Dedicated social media post highlighting logo and organization participation
- Option to table in the Resource Fair section of the Big Brothers Big Sisters Community Picnic (held on the same day, later in the afternoon)
- Option to include an item in participant gift bags

### **SILVER SPONSOR \$20,000**

- Eighteen (18) tickets for individuals to participate in the Big Day Out
- Logo inclusion on designed participant t-shirts and day-of event materials (commitment must be received by May 20, 2022)
- Name or logo inclusion on the Big Day Out event landing page
- Name or logo inclusion on dedicated email messages sent from Big Brothers Big Sisters to over 20,000 constituents
- Dedicated social media post highlighting logo and organization participation
- Option to table in the Resource Fair section of the Big Brothers Big Sisters Community Picnic (held on the same day, later in the afternoon)
- Option to include an item in participant gift bags



**Big Brothers  
Big Sisters®**  
INDEPENDENCE

# SPONSORSHIP LEVELS

## BRONZE SPONSOR \$10,000

- Twelve (12) tickets for individuals to participate in the Big Day Out
- Logo inclusion on designed participant t-shirts and day-of event materials (commitment must be received by May 20, 2022)
- Name or logo inclusion on the Big Day Out event landing page
- Name or logo inclusion on dedicated email messages sent from Big Brothers Big Sisters to over 20,000 constituents
- Dedicated social media post highlighting logo and organization participation
- Option to table in the Resource Fair section of the Big Brothers Big Sisters Community Picnic (held on the same day, later in the afternoon)
- Option to include an item in participant gift bags

## FINISH LINE SPONSOR \$7,500

- Twelve (12) tickets for individuals to participate in the Big Day Out
- Logo inclusion on designed participant t-shirts and day-of event materials (commitment must be received by May 20, 2022)
- Name or logo inclusion on the Big Day Out event landing page
- Dedicated social media post highlighting logo and organization participation
- Name or logo inclusion on dedicated email messages sent from Big Brothers Big Sisters to over 20,000 constituents
- Option to table in the Resource Fair section of the Big Brothers Big Sisters Community Picnic (held on the same day, later in the afternoon)
- Option to include an item in participant gift bags

## COMMUNITY RESOURCE SPONSOR \$5,000

- Six (6) tickets for individuals to participate in the Big Day Out
- Option to table in the Resource Fair section of the Big Brothers Big Sisters Community Picnic (held on the same day, later in the afternoon)
- Logo inclusion on designed participant t-shirts and day-of event materials (commitment must be received by May 20, 2022)
- Name or logo inclusion on the Big Day Out event landing page
- Name or logo inclusion on dedicated email messages sent from Big Brothers Big Sisters to over 20,000 constituents
- Option to include an item in participant gift bags

## SWAG SPONSOR \$2,500

- Four (4) tickets for individuals to participate in the Big Day Out
- Logo inclusion on designed participant t-shirts and day-of event materials (commitment must be received by May 20, 2022)
- Name or logo inclusion on the Big Day Out event landing page
- Name or logo inclusion on dedicated email messages sent from Big Brothers Big Sisters to over 20,000 constituents
- Opportunity to include an item in participant gift bags

## MATCH MAKER SPONSOR \$1,500

- Two (2) tickets for individuals to participate in the Big Day Out
- Logo inclusion on designed participant t-shirts and day-of event materials (commitment must be received by May 20, 2022)
- Name or logo inclusion on the Big Day Out event landing page
- Name or logo inclusion on dedicated email messages sent from Big Brothers Big Sisters to over 20,000 constituents

## LOGO SPONSOR \$500

- Name or logo inclusion on the Big Day Out event landing page
- Name or logo inclusion on day-of event signage and participant t-shirt
- Name or logo inclusion on thank you message sent from Big Brothers Big Sisters to over 20,000 constituents at the conclusion of the event