



EVENT OVERVIEW

NOVEMBER 13, 2023 | PHILADELPHIA, PA

VIP Pre-Party, Fashion show & once in a lifetime experience auction event

Big Brothers Big Sisters Independence is thrilled to announce the return of FASHION TOUCHDOWN. Members of the Philadelphia Eagles and their partners will hit the runway to raise critical funding and awareness for BBBSI's transformational mentorship programs. The evening begins with a VIP Reception with members of the Philadelphia Eagles before transitioning to the main event – a marquis fashion show with the latest in men's and women's fashions curated by Boyds Philadelphia. A silent and live auction invites guests to bid to win unique items and once-in-a-lifetime experiences all for a good cause – defending the promise and potential of our region's youth. Marrone Law Firm returns as the event's Presenting Sponsor in 2023.

Marquis Runway Show Sponsor Boyds Philadelphia

SPONSOR OUR EVENT!

Contact us at sponsorship@independencebigs.org

More information at: www.fashiontouchdown.org

FASHION PARTNER

BOYDS

MEDIA PARTNER



SPONSORSHIP LEVELS

Thank you to our 2023 Presenting Sponsor



TOUCHDOWN SPONSOR: \$50,000

EVENT-DAY BENEFITS:

- Onstage sponsorship acknowledgment and award presentation
- Company name/logo featured on event-day signage including sponsor banner and digital presentations
- Opportunity for company to include giveaway/promotional materials at registration or digitally, in post event thank you
- Company logo prominently placed on event program
- 16 VIP Tickets & 10 General Admission Tickets
 - VIP Ticket includes early access to event, VIP reception with players, and reserved seating

ADVERTISING & MEDIA BENEFITS:

- Company logo featured on/in:
 - All press materials created, including media alerts and press releases
 - Event save-the-date email blast, sent to 50,000+ recipients
 - Event invitation email blast, sent to 50,000+ recipients
- Placement of company name/logo on Fashion Touchdown event web page
- Recognition as Touchdown Sponsor on BBBS Independence social media pages, including Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Post-event media exposure report
- Opportunity for event recognition at the podium



SPONSORSHIP LEVELS cont.

FIELD GOAL SPONSOR: \$35,000

EVENT-DAY BENEFITS:

- Company name/logo featured on event-day signage including sponsor banner and digital presentation
- Opportunity for company to include giveaway/promotional materials at registration or digitally, in post event thank you
- Company logo prominently placed on event program
- 12 VIP Event Tickets & 10 General Admission Event Tickets
 - VIP includes early access to event and reserved seating

ADVERTISING & MEDIA BENEFITS:

- Company logo featured on/in:
 - All press materials created, including media alerts and press releases
 - Event save-the-date email blast, sent to 50,000+ recipients
 - Event invitation email blast, sent to 50,000+ recipients
- Placement of company name/logo on Fashion Touchdown event web page
- Recognition as Field Goal Sponsor on BBBS Independence social media pages, including Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Post-event media exposure report
- Opportunity for event recognition at the podium

EXTRA POINT SPONSOR: \$25,000

EVENT-DAY BENEFITS:

- Company name/logo featured on event-day signage including sponsor banner and digital presentations
- Opportunity for company to include giveaway/promotional materials at registration or digitally, in post event thank you
- Company logo prominently placed on event program
- 8 VIP Tickets & 8 General Admission Tickets
 - VIP Ticket includes early access to event, VIP reception with players, and reserved seating

ADVERTISING & MEDIA BENEFITS:

- Company logo featured on/in:
 - All press materials created, including media alerts and press releases
 - Event save-the-date email blast, sent to 50,000+ recipients
 - Event invitation email blast, sent to 50,000+ recipients
- Placement of company name/logo on Fashion Touchdown event web page
- Recognition as Extra Point Sponsor on BBBS Independence social media pages, including Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Post-event media exposure report



SPONSORSHIP LEVELS cont.

KICK OFF SPONSOR: \$15,000

EVENT-DAY BENEFITS:

- Company name featured on event-day digital presentations
- Company name listed on event program
- 6 VIP Tickets & 6 General Admission Tickets
 - VIP Ticket includes early access to event, VIP Reception with players, and reserved seating

ADVERTISING & MEDIA BENEFITS:

- Company logo featured on/in:
 - Placement of company name on Fashion Touchdown event web page
 - Recognition as Kick-Off Sponsor on BBBS Independence social media pages, including Facebook, Twitter, Instagram, LinkedIn, and YouTube

HALF TIME SPONSOR: \$10,000

EVENT-DAY BENEFITS:

- Company name featured on event-day digital presentations
- Company name listed on event program
- 4 VIP Tickets & 4 General Admission Tickets
- VIP Ticket includes early access to event, VIP Reception with players, and reserved seating

ADVERTISING & MEDIA BENEFITS:

- Placement of company name on Fashion Touchdown event web page
- Recognition as Half-Time Sponsor on BBBS Independence social media pages, including Facebook, Twitter, Instagram, LinkedIn, and YouTube

SAFETY SPONSOR: \$7,500

EVENT-DAY BENEFITS:

- Company name featured on event-day digital presentations
- 2 VIP Tickets & 4 General Admission Tickets
 - VIP Ticket includes early access to event, VIP Reception with players, and reserved seating

TAILGATE SPONSOR: \$5,000

EVENT-DAY BENEFITS:

- Company name featured on event-day digital presentations
- 2 VIP Tickets & 2 General Admission Tickets
 - VIP Ticket includes early access to event, VIP Reception with players, and reserved seating

EVENT TICKETS

Individual tickets will be available for purchase starting on September 1, 2023.

VIP TICKET: \$500 Ticket includes admission to the pre-event VIP reception with Eagles players and preferred seating during the Fashion Show.

General Admission Ticket: \$250 Ticket includes admission to Fashion Touchdown, including Fashion Show, silent and live auction, curated menu of food and beverages, and more.

