



Big Brothers
Big Sisters
OF OXFORD COUNTY

SPONSORSHIP PROPOSAL PACKAGE 2023



WE ARE AN INVESTMENT YOU CAN TRUST

Whether you invest in one or more of our fundraising events, directly support a program or make a major gift, the support you provide benefits the children and youth of Oxford County.

Big Brothers Big Sisters of Oxford County has over 50 years of experience in creating and empowering life-changing relationships for children and youth who face adversity. Throughout the years, our free services have evolved to meet the changing needs of youth, families and our volunteers.

Our Theory of Change allows us to be more intentional with our mentoring relationships and solidifying our impact with measurable outcomes. Young people graduate our programs with measurable outcomes in social emotional competence, mental health and well-being and educational engagement and employment readiness

Our mentoring services are evidence-based and grounded in the newest child development research. Our programs are also grounded in intentional, purposeful relationship building with youth. Mentoring is an intervention that re-maps brain architecture, a process which sets the child up for a lifetime of resilience, positive social interaction, and academic and career success.

With the support of our partners, Big Brothers Big Sisters of Oxford County provides hundreds of these connections and opportunities each year at no cost to families.



SUPPORT MADE EASY

The agency wants to make things as easy as possible for you, when you choose our agency to support. There are many ways that you can get involved, that reflect your philanthropic vision: individual or multiple events, program sponsorship, corporate donation or third-party fundraising.

EVENT SPONSORSHIP

Event sponsorship is a great way to raise your company's profile and engage your team. Whether it's one event, or multiple, we can develop a plan to reflect your budget. Every event offers varying levels of sponsorship with benefits that create return for your support. Individual events can be found by [clicking here](#).

PROGRAM SPONSORSHIP

Whether in dollars or employee time, your support for specific programs will make an incredible impact! [Click here for information on BBBS programs](#) and [click here for information for employer supported volunteering](#).

CORPORATE DONATIONS

Your philanthropic donations enable BBBS to respond immediately to our young people's greatest needs. You may choose to designate to a specific area of support within the organization or entrust the decision to the team to put your generosity to work where it is needed most at the time.

THIRD PARTY FUNDRAISING

Interested in rallying coworkers, friends and family to raise funds? We're here to provide you with the support to make an event that makes sense for you, effortless. Whether it is an occasion to celebrate a milestone birthday or anniversary or simply dress down days or a staff BBQ - the sky is the limit!



PLAY FOR KIDS' SAKE

A family-friendly event that takes place in January/February each year! Join hundreds of Oxford County residents as they come together to support youth in our community! While this event has primarily been bowling and curling in the past, we continue to expand our activities (like offering indoor virtual golf) for teams to participate in that offers a great team-building experience, while supporting children and youth in Oxford County!

PRESENTING PARTNER: \$5,000

- Exclusive event naming rights for one (1) year (i.e. ABC's Play For Kids' Sake)
- Recognition as Presenting Partner on printed/digital promotional materials, and radio/television mentions
- Company name and logo displayed at all Play For Kids' Sake 2023 events
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity for two (2) teams to participate in one (1) activity

EVENT PARTNER: \$1,000

- Company name and logo displayed at all Play For Kids' Sake 2023 events
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity for one (1) team to participate in one (1) activity

PLATINUM PARTNER: \$500

- Company name and logo displayed at all Play For Kids' Sake 2023 events
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms

GOLD PARTNER: \$300

- Company name (no logo) displayed at all 2023 Play For Kids' Sake events
- Recognition on all social media platforms



TRIVIA NITE

A sell out event every March, our Trivia Nite is one of our most popular events! Annually, 30 teams of 6-8 people fill the hall to compete to win and have their team's name engraved on the coveted Trivia Nite Trophy!
10 rounds of 10 questions.



GENIUS PARTNER: \$2,000

- Company logo featured on all printed and digital promotional materials, and radio/television mentions
- Company name and logo displayed on overhead screen prior to event starting (duration determined by level of sponsorship).
- Company name mentioned by the Quiz Master throughout the event
- Company logo featured on all Question Round Title Slides
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity for one (1) team, (up to 8 people) to participate in event

QUIZ PARTNER: \$1,000

- Company name and logo displayed on overhead screen prior to event starting (duration determined by level of sponsorship).
- Company logo featured on all Question Round Title Slides
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity for one (1) team to participate in one (1) activity

TABLE PARTNER: \$200

- Company name and logo displayed on overhead screen prior to event starting (duration determined by level of sponsorship).
- Company name and logo displayed on a team table during the event
- Recognition on all social media platforms



TASTINGS SIP & SAVOUR

Planned for May in Tillsonburg, enjoy an evening of delicious foods and beverages, while mingling, socializing and supporting youth in our community! Tastings allows our guests to sample a variety of foods, delectables, wines and beers from local businesses in and around Oxford County.

PRESENTING PARTNER: \$5,000

- Recognition as Presenting Partner on all printed and digital promotional materials, and radio/television mentions
- Company name and logo prominently displayed at event
- Company name and logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship).
- Company logo and link on agency website for one (1) full year
- Individual recognition on all social media platforms with company website link
- Six (6) tickets to the event

EVENT PARTNER: \$2,500

- Company name and logo displayed at event
- Company name and logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship).
- Company logo and link on agency website for one (1) full year
- Individual recognition on all social media platforms with company website link
- Four (4) tickets to the event

PLATINUM PARTNER: \$1,000

- Company name and logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship).
- Company logo and link on agency website for one (1) full year
- Individual recognition on all social media platforms with company website link
- Recognition on all social media platforms
- Two (2) tickets to the event

GOLD PARTNER: \$500

- Company logo and link on agency website for one (1) full year
- Recognition on all social media platforms



BIG CAR SHOW KIDSTOCK

Every September in coordination with Big Brothers Big Sisters month, the agency holds "Big Car Show/Kidstock", attracting hundreds of car enthusiasts and spectators. With great music, draws, activities for the kids, and grab bags, there is something for everyone!

PRESENTING PARTNER: \$2,000

- Recognition as Presenting Partner on all printed and digital promotional materials, and radio/television mentions
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity to host vendor tent at event
- Promotional items can be placed in grab bags.

EVENT PARTNER: \$1,000

- Company logo in the sponsor section of the poster
- Opportunity to host vendor tent at event
- Promotional items can be placed in grab bags.
- Recognition on all social media platforms

DRAW PARTNER: \$200

- Company name and logo will be included on tickets and in advertisement of the draw
- Can choose draw prize to donate or can allow agency to choose.

GRAB BAG PARTNER

- Donate 100-150 items for grab bags
- Include business cards/business information with the items
- Included on a sign at registrations giving thanks to grab bag donors.



BIG NIGHT OUT CHARITY BALL

A popular event, held every October, offers a night out on the town for couples, work colleagues and friends. Enjoy dinner, dance and silent auction all while supporting the young people in Oxford County

PRESENTING PARTNER: \$10,000

- Recognition as Presenting Partner on all printed and digital promotional materials, and radio/television mentions
- Company name and logo displayed in front entrance to hall.
- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Full page advertisement in charity ball program
- Sixteen (16) tickets to charity ball with two specially decorated tables with opportunity to bring greetings/welcoming remarks at event

EVENT PARTNER: \$5,000

- Company name and logo displayed in front entrance to hall.
- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Half page advertisement in charity ball program
- Eight (8) tickets to charity ball with one round specially decorated table

PLATINUM PARTNER: \$2,500

- Company name and logo displayed in front entrance to hall.
- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Third page advertisement in charity ball program
- Eight (8) tickets to charity ball with one round specially decorated table

GOLD PARTNER: \$1,000

- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Quarter page advertisement in charity ball program
- Eight (8) tickets to charity ball with one round specially decorated table

SILVER PARTNER: \$500

- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company Name listed in program



BBBS PROGRAM SUPPORT

Big Brothers Big Sisters supports hundreds of young people who face adversity, each year, through mentoring programs that provide measurable outcomes. These outcomes are in areas like: relationship skills; social awareness; responsible decision making; mental wellness; school connectedness; commitment to learning and much more. These programs are provided at NO COST to the families and are all supported by professional caseworkers. If any of the following programs fit your personal or professional social mandate, you can direct your donation/sponsorship directly to your program(s) of choice.

TRADITIONAL MATCHES BIG BROTHERS | BIG SISTERS

These are the founding programs of BBBS. Matching a young person one on one with a mentor. Spending time together once weekly (2-4 hours) for a minimum of one year.

NON-TRADITIONAL MATCHES COUPLES MATCH | FAMILY MATCH

These programs are run the same way as traditional matches, but they match couples and families with a young person. Provide an opportunity for matches to see a positive and likely different dynamic than their family.

PRISM PROGRAM PRIDE | RESPECT | IDENTITY | SAFETY | MENTORING

Focusing on Oxford County's 2SLGBTQ+ community, the program creates one on one mentoring and group relationships to build connections and combat feelings of isolation.

IN SCHOOL MENTORING SCHOOL BASED

Matching an elementary aged child with an adult mentor who meet during the school day on school property (or virtually).

GO GIRLS/GAME ON SITE BASED GROUP PROGRAMS

These programs are designed for young people between 11 and 14 years old. It focuses on healthy and active living as well as self-esteem and breaking down stereotypes.

SOAR (SOCIAL OPPORTUNITIES ACTIVITIES RELATIONSHIPS) GROUP WAITLIST FOCUSED

This group program is designed to provide group mentoring experiences to those young people who are waiting for a one on one match. Groups take part in activities throughout the community. Some examples are horseback riding, skating, photography, golf, movies, tours, etc.

VIRTUAL MATCHES WAITLIST FOCUSED

Developed during the pandemic, to reach and support young people who weren't already matched. Provides weekly connection 100% virtually

LITERACY PROGRAM SITE BASED

This program is a group that provides children and youth in Grades 2-8 in elementary school with a friend and role model to assist students with their academic skills and self-esteem. Matches meet during the school year at their local library branch or agency office to improve their skills.



EMPLOYER SUPPORTED VOLUNTEERING

An incredible way to support Big Brothers Big Sisters, and the young people we serve is to start a volunteering incentive program at your business. You can provide them with an hour off during the week to mentor a child or provide other incentives to encourage your staff to volunteer on their own time. There are many benefits for the young people in the community who are in need of a consistent and supportive mentor, but there are also significant benefits to businesses and employees as well.

Want to learn more about this program? Contact Erica Hughes, Volunteer Recruitment and Engagement Coordinator at 519.537.6404 ext. 219 or erica.hughes@bigbrothersbigsisters.ca.

BENEFITS TO THE COMPANY

- Increases business profile and public image in the media/community
- Increases the skill base for employees who volunteer
- Increases community and social awareness/commitment of employees
- Increases employee morale and loyalty
- Increases customer base and support
- Provides networking opportunities with community/customers
- Provides team building across business
- Helps with recruiting and retaining quality employees

BENEFITS TO THE EMPLOYEE

- Creates opportunity for engagement in community where they live
- Offers alternative opportunities to demonstrate their leadership capabilities
- Provides an opportunity for recognition outside the work function
- Builds skills and enhances leadership and personal development
- Feels rewarding and gratifying
- Makes employees feel better about where they work
- Provides networking and team building opportunities



CONFIRM YOUR SUPPORT

Thank you for reviewing our sponsorship package for 2023. If you are interested in supporting multiple events and/or tailoring a sponsorship package, please contact Fund Development Manager Nicole Killaire at 519.485.1801 ext. 229, or email nicole.killaire@bigbrothersbigsisters.ca.

We would be please to work with you to accommodate your corporate philosophy and financial goal.

If you are ready to confirm your support of Big Brothers Big Sisters of Oxford County, you can easily complete our online form found [here](#).

