



 **Big Brothers Big Sisters**
OF OXFORD COUNTY

SPONSORSHIP OPPORTUNITIES 2024



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 solidify our impact with measurable outcomes. Young people graduate our programs with measurable outcomes in social emotional competence, mental health and well-being, educational engagement, and employment readiness.

In the past year, our agency alone has seen an **unprecedented 200% increase in youth enrollment**, highlighting the pressing need for mentorship. As we transition out of the pandemic, many young people are grappling with the effects of isolation and disrupted learning. Unfortunately, volunteer applications and funding have not kept pace with this surge in enrollment.

Our mentoring services rely on evidence-based approaches derived from the newest child development research. Additionally, our programs prioritize intentional and 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 your contribution and the support of our partners and volunteers, 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 to support our agency. Some of the many ways to get involved and reflect your philanthropic vision include: 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 increase your team's engagement. 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.

PROGRAM SPONSORSHIP

Whether in dollars or employee time, your support for specific programs will make an incredible impact! [Click here for information on programs](#) and [click here for information for employer sponsored 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, dress down days, or simply a staff BBQ - the sky is the limit! [You can find our Third Party Fundraising application here](#).



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 previously focused on bowling and curling, we are continually improving to offer a variety of options, such as indoor virtual golf, for teams to participate in. These activities provide a great team-building experience while supporting the 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 2024 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: \$3,000

- Company name and logo displayed at all Play For Kids' Sake 2024 events
- Recognition printed/digital promotional materials
- 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: \$1,000

- Company name and logo displayed at all Play For Kids' Sake 2024 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

GOLD PARTNER: \$500

- Company name and logo displayed at all 2024 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: \$2,500

- 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: \$1,250

- 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



BIG NIGHT OUT CHARITY BALL

Join us for our highly anticipated annual event held every October, offering a fantastic night out for couples, work colleagues, and friends. Enjoy dinner, dancing, and a silent auction, all while supporting the young people of 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

- Same as Event Partner with Third page advertisement in charity ball program and eight (8) tickets to charity ball with one round specially decorated table

GOLD PARTNER: \$1,000

- Same as Platinum Partner with Quarter page advertisement in charity ball program and eight (8) tickets to charity ball with one round specially decorated table

SILVER PARTNER: \$750

- 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

**Signage/banners are included with the sponsorship; updates to these once completed will be at the cost of the sponsor.*



BBBS PROGRAM SUPPORT

Each year, *Big Brothers Big Sisters* supports hundreds of young people who face adversity 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 assign your donation/sponsorship directly to your program(s) of choice.

COMMUNITY BASED BIG BROTHER | BIG SISTER, COUPLES MATCH, FAMILY MATCH

Matching a young person one-on-one with a mentor, match couple or family. Spending time together on a weekly basis (2-4 hours) for a minimum of one year. Providing 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 2SLGBTQIA+ 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).

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

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

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, such as 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..



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. The benefits are many for young people in the community who are in need of a consistent and supportive mentor, but there are significant benefits for businesses and employees as well.

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 with the 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 2024. If you are interested in tailoring a sponsorship package that best suits you and your company, please contact Fund Development Manager, Nicole Killiare, at 519.485.1801 ext. 229, or email nicole.killiare@bigbrothersbigsisters.ca.

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](#), or contact Nicole directly.

If you would like to further discuss ways to support BBBSOC while meeting your philanthropic and/or financial goals, we would be delighted to discuss those opportunities with you. Please do not hesitate to connect with Nicole to answer any questions or have further discussions on how you can ignite potential for young people in Oxford County!

On behalf of the BBBSOC team, the young people and families we have the privilege of working with, thank you for your time and consideration.

