



Big Brothers
Big Sisters
OF OXFORD COUNTY

SPONSORSHIP OPPORTUNITIES 2025

Enabling life-changing mentoring
relationships to ignite the power
and potential of young people in
Oxford County.



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, your support benefits the children and youth of Oxford County.

Big Brothers Big Sisters has been creating and empowering life-changing relationships for children and youth who face adversity for 55 years in Oxford County. Throughout the years our free services have evolved to meet the changing needs of youth, families and our volunteers.

In 2024, Big Brothers Big Sisters of Oxford County have:

- Received 282 child applications/intakes.
- Matched 391 young people in new programs, including 108 new one-to-one mentoring matches, and 283 in group programs.
- Provided direct services to 545 young people, offering stability, support, and growth opportunities.
- Matched 79 volunteer mentors in our programs, including one-to-one and group mentoring.

While we celebrate our successes we must also recognize that the need for support is growing in Oxford County. With approximately 145 young people on our waitlist at the end of 2024, and as an agency that does not receive core or ongoing government funding, we know the year ahead will come with continued challenges:

- Recruiting new volunteer mentors, we continue to see our child applications increase year-over-year, however, our volunteer applications are not.
- Maintain financial support to ensure our programs remain barrier-free to young people and their families, as all of our programs are offered at no cost.

When a young person asks, "Do I have a mentor yet?" you can help BBBS say **YES!**

Your contributions create opportunities that shape brighter futures for young people in our community. Thank you for believing in the power of mentorship and being a part of something truly transformative.



SUPPORT MADE EASY

BBBSOC 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, and 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!

SPONSORSHIP RECOGNITIONS	PRESENTING PARTNER \$5,000	EVENT PARTNER \$3,000	PLATINUM PARTNER \$1,000	GOLD PARTNER \$500
Exclusive event naming rights for that year's event (i.e. ABC's Play for Kids' Sake).	●			
Recognition on printed/digital promotional materials and radio/television mentions.	●	●		
Company name and logo displayed at all Play for Kids' Sake 2025 events.	●	●	●	
Company logo and website link on agency website until December of that year.	●	●	●	●
Opportunity for teams to participate in one (1) activity.	2 Teams	1 Team	1 Team	
Recognition on all BBBSOC 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 and compete to win the honour of having their team's name engraved on the coveted Trivia Nite Trophy!



SPONSORSHIP RECOGNITIONS	GENIUS PARTNER \$2,500	QUIZ PARTNER \$1,250	TABLE PARTNER \$200
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).	●	●	Displayed prior to event start.
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 until January of the following year.	●	●	
Opportunity for one (1) team (up to 8 people) to participate in the event.	●	●	
Recognition on all BBBSOC social media platforms.	●	●	●
Company name and logo displayed on a team table during the event.			●



MEGABIKE



A new event to Big Brother Big Sisters of Oxford County making one stop only in Tillsonburg! MEGABike offers a unique, fun, and easy opportunity for businesses and companies to encourage employee engagement and team building, while raising funds to support young people in their community through free mentorship programs in Oxford County.

SPONSORSHIP RECOGNITIONS	MEGABIKE PARTNER \$7,500	PEDAL PARTNER \$5,000	TANDEM PARTNER \$2,500
Company logo prominently featured on all printed and digital promotional materials, and radio/television mentions.	●		
Opportunity to speak during the opening remarks.	●		
Company name/logo displayed digitally in rotating slideshow during the event.	10 seconds	6 seconds	3 seconds
One (1) team of up to 29 riders (minimum 15 riders required) with company logo on the bike, and on participant video.	Premium time choice for your ride	●	
Half (or shared) bike with up to 14 riders with company logo on the bike, and on participant video.			●
Company logo and website link on agency website until February of the following year.	●	●	●
Individual recognition on all BBBSOC social media platforms including post-event video message from your company recorded at the event.	●		
Recognition on all BBBSOC 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.

SPONSORSHIP RECOGNITIONS	PRESENTING PARTNER \$10,000	EVENT PARTNER \$5,000	PLATINUM PARTNER \$2,500	GOLD PARTNER \$1,250	SILVER PARTNER \$750
Recognition as Presenting Partner in all promotions (print, radio, socials, etc.).	●				
Opportunity to speak during presentation at the event.	●				
Company name and logo displayed in front entrance to hall.	●	●			
Company logo and/or name displayed on 2' x 5' banner in the banquet hall.*	●	●	●	●	
Company logo displayed in rotating slideshow throughout the evening.	10 seconds	6 seconds	3.5 seconds	2 seconds	
Tickets to event with specially decorated table(s).	16 tickets	10 tickets	8 tickets	6 tickets	
Company logo and website link on our website until July of the following year.	●	●	●	●	
Advertisement in the event program.	Full Page	1/2 Page	1/3 Page	1/4 page	Listed
Recognition on social media platforms.	●	●	●	●	●

*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-to-one with a mentor, match couple or family. Spending time together weekly (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 2S/LGBTQIA+ community, the program creates one-to-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 meets during the school day on school property (or virtually) for the duration of the school year.

LITERACY PROGRAM SITE-BASED

This program 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.

ALL PLAY/GO GIRLS/GAME ON SITE-BASED GROUP PROGRAMS

These programs are designed for young people in elementary school (grades 3 to 8). They focus on positive self-esteem, communication skills, building healthy relationships and social skills. Groups meet at their schools for 1-2 hours, once a week over an 8-week period.

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, families and caregivers we have the privilege of working with, thank you for your time and consideration.



“Every child deserves a chance to thrive, and BBBSOC provides that pathway. I hope to inspire others to give what they can and help create life-changing opportunities for our young people.”
- Mary Ellen Hunt

HELP BBBS SAY YES!

Big Brothers Big Sisters of Oxford County

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Charitable business number: 12680 2230 RR0001