



**Big Brothers  
Big Sisters®**  
OF SOUTH ALABAMA

2022

# SPONSORSHIP PACKET AND ANNUAL INVESTMENT OPPORTUNITIES

At Big Brothers Big Sisters of South Alabama, our mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. We partner with parents, families, volunteers, schools, and others in the community to unleash and defend the potential of each child to achieve greater confidence, better relationships, educational success, and reach their biggest future.

**Stand with us to defend the potential of our local youth.  
Become a Sponsor today!**

## DEFENDER OF POTENTIAL SPONSOR (\$20,000+)

As a Defender of Potential Sponsor we work with you to develop a custom marketing and recognition package.

This sponsorship will:

- ◆ Directly support matches in our programs
- ◆ Provide an opportunity that will reach thousands of individuals in our network
- ◆ Create custom benefits based on the philanthropic interests of your company

Contact Aimee Risser for more information  
aimee@bbssa.org 251.344.0536

## PRESENTING SPONSOR LEVELS

As a Presenting Sponsor your company will be a Title Sponsor at one of our events AND receive additional benefits detailed on pages 2 & 3.

**CHAMPION SPONSOR - \$15,000** **SOLD**

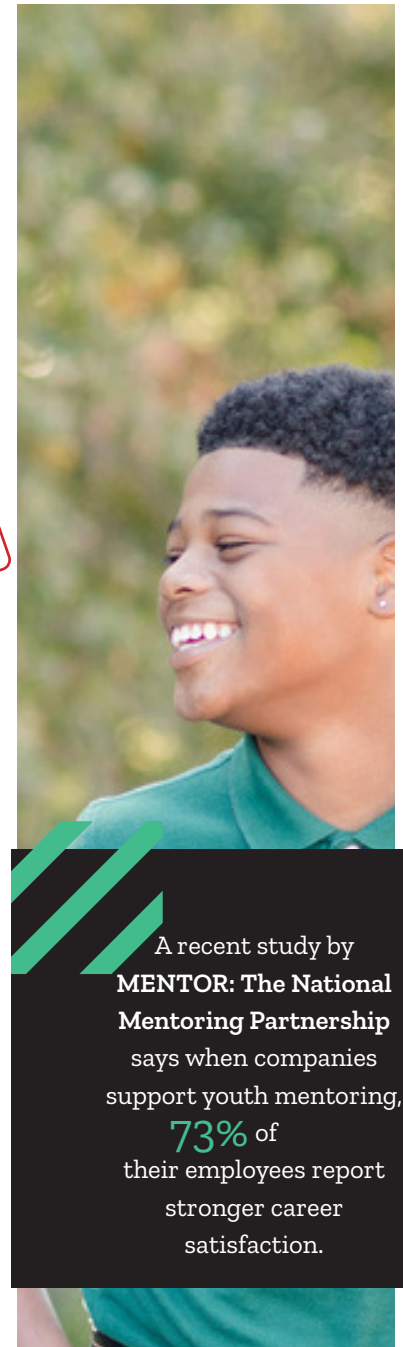
Title Sponsor of the 2023  
King Cake-Off

**IMPACT SPONSOR - \$10,000**

Title Sponsor of the 2022  
BIG Event

**VISION SPONSOR - \$5,000**

Title Sponsor of the 2022  
250 Club



A recent study by  
**MENTOR: The National Mentoring Partnership** says when companies support youth mentoring,  
**73%** of their employees report stronger career satisfaction.

- 1** Choose your partnership level for the year.
- 2** Customize the events and programs you wish to participate in.
- 3** Complete the attached partnership agreement.





	<b>CHAMPION SPONSOR</b> <b>\$15,000</b>	<b>IMPACT SPONSOR</b> <b>\$10,000</b>	<b>VISION SPONSOR</b> <b>\$5,000</b>	<b>MISSION SPONSOR</b> <b>\$2,500</b>
<b>YOUR IMPACT</b>				
<b>How your gift directly supports our matches</b>	Defends the potential of 20+ Littles (personalized and professional support for youth, families, and volunteers)	Defends the potential of 10+ Littles (personalized and professional support for youth, families, and volunteers)	Recruits 20 new Bigs (marketing, recruitment, events, campaigns)	Provides 100 background checks for new Bigs to ensure the safety of our Littles
<b>MARKETING</b>				
<b>Opportunities to reach thousands of individuals through the Big Brothers Big Sisters of South Alabama network.</b>	<p>Company logo linked on the BBBSSA website for a year</p> <p>Company included in the "Big News" monthly e-newsletter for a year</p> <p>Monthly social media recognition</p> <p>Social media takeover for two days (Your company takes over BBBSSA social media accounts to promote your business)</p>	<p>Company logo linked on the BBBSSA website for a year</p> <p>Company included in the "Big News" monthly e-newsletter for a year</p> <p>Monthly social media recognition</p> <p>Social media takeover for a day (Your company takes over BBBSSA social media accounts to promote your business)</p>	<p>Company logo linked on the BBBSSA website for a year</p> <p>Company included in the "Big News" monthly e-newsletter for a year</p> <p>Monthly social media recognition</p>	<p>Company logo linked on the BBBSSA website for a year</p>



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<b>EVENTS</b>	KCO TITLE SPONSOR OR CHOOSE OTHER EVENT	BIG EVENT TITLE SPONSOR OR CHOOSE OTHER EVENT	CHOOSE ONE	CHOOSE ONE
<b>BIG WALK</b> (Spring 2022)	Company Logo on promo materials, 3 branded social media posts	Company Logo on promo materials, 3 branded social media posts	Company Logo on promo materials, 2 branded social media posts,	Company Logo on promo materials, 1 branded social media post
<b>250 CLUB</b> (FALL 2022)	Company Logo on promo materials, 10 Tickets, 3 branded social media posts	Company Logo on promo materials, 5 Tickets, 3 branded social media posts	Company Logo on promo materials, 5 Tickets, 2 branded social media posts <b>Title Sponsor of the Event</b>	Company Logo on promo materials, 3 Tickets, 1 branded social media post
<b>THE BIG EVENT</b> (FALL 2022)	6 VIP Sponsor Tickets, 20 General Tickets, Company Logo on promo materials, 3 branded social media posts	6 VIP Sponsor Tickets, 10 General Tickets, Company Logo on promo materials, 2 branded social media posts, <b>Title Sponsor of the Event</b>	4 VIP Sponsor Tickets, 10 General Tickets, Company Logo on promo materials, 2 branded social media posts, <b>Hosts VIP Reception</b>	2 VIP Sponsor Tickets, 10 General Tickets, Company Logo on promo materials, 1 branded social media post
<b>KING CAKE-OFF</b> (SPRING 2022) <b>TITLE SPONSOR SOLD</b>	Company Logo on promo materials, Multiple branded social media posts, Receive event swag, VIP access, Media & on-site opportunities, <b>Title Sponsor of the Event</b>	Company Logo on promo materials, Multiple branded social media posts, Receive event swag, VIP Access, Limited on-site opportunities	Company Logo on promo materials, 1 branded social media post, Receive event swag, VIP Access	Company Logo on promo materials, 1 branded social media post, Receive event swag, Event tickets
<b>PROGRAMS</b>	<b>INCLUDES 2</b>	<b>INCLUDES 2</b>	<b>INCLUDES 2</b>	<b>INCLUDES 1</b>
Company Name included on all event promotions and day of event materials				
Mentor Appreciation Event	✓	✓		
Workforce Development Activity for High School Littles		✓	✓	
Community-Based Match Activity	✓		✓	✓



# 2022 SPONSORSHIP FORM

Company Name: \_\_\_\_\_

Company Coordinator Name: \_\_\_\_\_

Company Coordinator Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_

**CHOOSE YOUR SPONSORSHIP LEVEL:**

- Champion Sponsor** (KCO title sponsor)
- Impact Sponsor** (BIG Event title sponsor)
- Vision Sponsor** (250 Club title sponsor)
- Mission Sponsor** (Choose One)
- Matchmaker Sponsor**

Matchmaker Sponsorship (\$1,200) includes 10 Tickets at The BIG Event and Company Name placed on the program.

**SELECT EVENT (For Impact, Vision, and Mission Level Sponsorships):**

- BIG Walk**
- 250 Club**
- BIG Event**
- King Cake-Off**

Sponsorship Amount  
Total Amount Due:

\$

## PAYMENT METHODS {Please Check One}

**Payment Enclosed**  
Make checks payable to Big Brothers  
Big Sisters of South Alabama

**Please Invoice**

**Credit Card**  
Please Visit  
[classy.org/give/199901/#!/donation/checkout](https://classy.org/give/199901/#!/donation/checkout)

**EMAIL APPLICATION**

TO: [aimee@bbbssa.org](mailto:aimee@bbbssa.org)

**OR MAIL APPLICATION**

**AND PAYMENT TO:**

Big Brothers Big Sisters of South Alabama  
Attn: Aimee Risser  
3 S Royal St., Suite 300  
Mobile, AL 36602

