



2024 ONE ASK SPONSOR PACKAGES

The mission of BBBS-Mercer is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

Help us pursue our mission by purchasing an event sponsorship package for 2024.



Greg Olsen Big Sister of the Year Awards
2023 Autumn Culinaire



Bigs, Littles, Interested Volunteers and Staff
The Big Picnic

Sponsorship Packages Include Marketing For:



July 2024



10/17/24



Summer/Fall 2024

ONE ASK SPONSORED EVENT DETAILS

(Metrics Based on 2023 Events)

2023 SWEET RIDE RAFFLE

742 Tickets Sold
5,500 Flyers Mailed
35,878 Emails Sent
4,650 Digital Ad Views
4,373 Social Accounts Reached
665 Events Page Views
1389 Sweet Ride Raffle Page Views
2 Newspaper Ads Published

Total Exposure: 51,808 total views + buzz generated.



The 17th Annual Autumn Culinaire

225 Attendees
500 Invitations Mailed
22,768 Emails Sent
10,002 Social Accounts Reached
372 Events Page Views
295 AC Web Page Views
1,383+ Branded Landing Page Views
Press Release Coverage

Total Exposure: 35,545 total views + buzz generated.



Annual Spring Picnic

80-120 Attendees
1000 Emails Sent
200 Social Accounts Reached
Press Release Coverage

****Rebranding for 2024.****

Total Exposure: 1320 total views + buzz generated.

SPONSORSHIP OPPORTUNITIES

BIG DREAMS SPONSOR:

\$20,000

- **Company name and logo at BIG DREAMS level in full-color print advertising and on Website (with link to your website)**
- Premier logo placement across promotional materials (brochures, posters, postcards, eblasts, annual report)
- Social media mentions
- Dedicated press release about partnership
- Culinaire Sponsorship includes:
 - Premiere Table for Mighty Redwood Sponsor
 - Recognition as sponsor from the Stage
 - Event banner over the stage
 - Option for pre-event cocktail party for up to 12 guests
- Sweet Ride Car Raffle Sponsorship includes:
 - Presenting Sponsor
 - Envelope Sponsor (5000+) views
 - Flyer Sponsor
 - Email Sponsor (35,000+) views
 - Digital Ad Sponsor (5,000+) views
 - Webpage Branding
- Presenting Sponsor for The Big Picnic (Includes Email Branding, Event Signage, and Press release coverage.)
- **** Sponsorship funds 14 Youth Mentorship Matches.****



ETS (2023 Community Partner of the Year) Sponsor Table
2023 Autumn Culinaire

BIG IMPACT SPONSOR:

\$15,000

- Company name & logo on website and across event materials
- **Company name and logo at BIG IMPACT level in full-color print advertising and on Website**
- Logo placement across promotional materials (brochures, posters, postcards, eblasts, annual report) Social media mentions
- Culinaire includes
 - Table for 8 (Preferred Great Oak Sponsor)
 - Recognition as sponsor from the Stage
- Car Raffle Sponsorship includes:
 - Email Sponsor (35,000 views.)
 - Webpage Sponsor
 - Flyer Sponsor
- Secondary Sponsor at The Big Picnic (Includes Signage.)
- **** Sponsorship funds 10 Youth Mentorship Matches.****

SPONSORSHIP OPPORTUNITIES

BIG FUTURES SPONSOR:

\$10,000

- Company name on website and across event materials
- **Company name and logo at BIG FUTURES level in print advertising and on Website**
- Logo placement across promotional materials (brochures, posters, postcards, eblasts, annual report) Social media mentions
- Culinaire includes
 - Table for 8 (Great Oak Sponsor)
- Car Raffle Includes
 - Webpage Sponsor
 - Flyer Sponsor
- 3rd Level Sponsor for The Big Picnic (Includes lower level logo on signage.)
- **** Sponsorship funds 7 Youth Mentorship Matches.****

BIG DEFENDER SPONSOR:

\$7,500

- Company name & logo on website and event materials as a BIG DEFENDER Sponsor Culinaire includes
 - Table for 8, (Great Oak Sponsor)
- Recognition at The Big Picnic (Includes partial branding on signage.)
- **** Sponsorship funds 5 Youth Mentorship Matches.****



Bringing Role Models to Children in Mercer County
Community Mentors



Little Moments, Big Smiles
The Big Picnic

Thank you for your interest in sponsoring BBBS-Mercer.

For more information on sponsorship opportunities, please contact Janina Akins, Director of Development (jakins@mercerbbbs.org), or call 609-656-1000.

Sponsor Registration Form

BIG Dreams Sponsor (\$20,000)

BIG Impact Sponsor (\$15,000)

BIG Futures Sponsor (\$10,000)

BIG Defender Sponsor (7,500)

Name

Title

Company

Address

City

State

Zip

Phone

Email

Exact Wording for Sponsorship Acknowledgement on Printed Materials

Preferred Payment Method:

CHECK (payable to BBBS Mercer) ACH ONLINE

Amount Enclosed if Paying by Check \$

MAIL FORM & PAYMENT TO: BBBS MERCER, 535 E. Franklin Street, Trenton, NJ 08650

