

BE THE SPARK THAT IGNITES THEIR POTENTIAL!



Book your sponsorship by December 22nd
to receive full sponsorship benefits.

THE BIG LITTLE CHALLENGE SPONSORSHIP PROPOSAL



OUR PARTNERS IGNITE THE POWER OF YOUNG PEOPLE SO THEY CAN REACH THEIR FULL POTENTIAL!

For 42 years, thousands of Islanders have supported **Big Brothers Big Sisters of Prince Edward Island** by participating in **Bowl for Kids Sake**. Due to **Covid-19 restrictions**, hosting more than 1100 people **safely** at bowling alleys across PEI **will not be possible**. This year, we are launching a fun Covid-19 friendly fundraising event that will **capture the team-building and community spirit** of Bowl for Kids Sake.

THE BIG LITTLE CHALLENGE

In 2021, we want to **raise much needed funds** while **enjoying winter on PEI in a safe way**. During **The Big Little Challenge**, business, family & community teams will have the **chance to have fun together** and **support youth in their community**. We will be recruiting teams in January and February. For three weeks in March, **teams will fundraise** and complete **tasks that encourage teamwork, creativity, and community engagement**. What a **great way to celebrate our 45th Anniversary!**



We invite you to join us as an Event or Prize Sponsor. In addition to supporting a great cause, you will have the **opportunity to connect with event participants and their community**. **We know our fundraiser and donors believe** in supporting **good causes** that create strong, healthy communities for children.

IMPACT OF YOUR SUPPORT

Even at the best of times, there are Island youth **facing adversities** in their lives. With Covid-19 related upheavals, vulnerable children and families are facing **increased anxiety, stress, fear, and worry**. The children and families we serve are being **heavily impacted by the COVID-19 pandemic**.

Big Brothers Big Sisters is **responding to Covid-19 by staying connected, protecting kids' mental health and family wellness, and supporting educational engagement**. With the **support of partners like you**, Big Brothers Big Sisters trusted staff and volunteers are:

- **Preventing isolation** by maintaining & supporting **life-changing mentoring relationships**.
- Helping children **fight toxic stress** by providing a **sense of stability and support**.
- Providing family support through **check-ins** and **special Covid-19 related supports**.
- Helping young people **develop resiliency** so they can **overcome life's adversities, and lead productive & healthy lives**.
- **Supporting learning** by encouraging **stronger connections to school, commitment to learning, growth mindset, and more constructive uses of time**.
- **Setting youth up for success** by providing the opportunity to **gain new skills, build self-confidence, make meaningful connections, and explore options for the future**.

Our work could not be more urgent - **mentoring is an essential service** we must **continue to provide to youth through this pandemic**, but we **need your help!**



IF YOU JOIN THE BIG LITTLE CHALLENGE AS A **PRIZE SPONSOR**, YOUR SUPPORT WILL BE ACKNOWLEDGED BY:

PRIZE SPONSOR (\$50-\$249 CASH OR IN-KIND DONATIONS)

1. Your company and prize listed on **Prize Sheet** included in the Team Captain packages (250)
2. Your event participation and prize promoted on **Social Media** including **Facebook** (3237 follows), **Twitter** (2494 followers), **LinkedIn** (157 followers) & **Instagram** (1.064 followers)
3. Your prize promoted on the **Event Webpage** & your company included on **Our Supporters Webpage** for one year
4. Your prize and winner listed in the **Event Wrap-up Newsletter** (link on our main webpage and sent to participants)

RAFFLE PRIZE SPONSOR (\$250-\$499 CASH OR IN-KIND DONATIONS)

Prize Sponsorship benefits plus:

- A. Company and prize promoted on 5,000 – 8,000 **Raffle Tickets**
- B. Promotion of prize in an **email to team captains** (250) which will be forwarded to team members
- C. Winners of prizes promoted on our **Website and Social Media**
- D. Your prize promoted on our **On-line Pledging Website**

MARQUEE PRIZE SPONSOR (\$500 - \$1000 CASH OR IN-KIND DONATIONS)

Prize Sponsorship benefits plus:

5. Your prize promoted in **at least 2 Print Ads** in the Guardian & the Journal Pioneer, **Radio Commercials** (5 stations) for 2 weeks and all **Radio Interviews** (3 stations)
6. Your prize promoted in **Public Service Announcements, Posters, and CBC TV appearance**
7. Your sponsorship promoted in the **Kick off Email to previous participants** (600+) and **Emails to Team Captains** (250) which will be forwarded to their team members
8. Your prize promoted on our **On-line Pledging Website**
9. Your logo on an insert mailed with more than **1000+ tax receipts**
10. Your sponsorship promoted on our **office sign** on St Peters Road (600 vehicles/hour)
11. A **Sponsor Story** on our **Website and Social Media** that highlights your business and why you chose to support Big Brothers Big Sisters of Prince Edward Island



PLEASE NOTE: Our packages are customizable and we would be happy to work with you to meet your marketing goals and objectives.



IF YOU JOIN THE BIG LITTLE CHALLENGE AS AN **EVENT SPONSOR**, YOUR SUPPORT WILL BE ACKNOWLEDGED BY:

FRIEND EVENT SPONSOR (\$100 TO \$249 CASH OR IN-KIND DONATIONS)

1. Your sponsorship promoted on **Social Media** including **Facebook** (3237 follows), **Twitter** (2494 followers), **LinkedIn** (157 followers) & **Instagram** (1.064 followers)
2. Your sponsorship promoted on the **Event Webpage** & your company included on **Our Supporters Webpage** for one year
3. Your involvement highlighted in the **Event Wrap-up Newsletter** (link on our main webpage and sent to participants)



BIG FRIEND EVENT SPONSOR (\$250 TO \$499 CASH OR IN-KIND DONATIONS)

Friend Event Sponsorship benefits plus:

4. Your logo on **1000+ Fundraising Event Tax Receipt Inserts**
5. Your support promoted on our **On-line Pledging Website**



GREAT BIG FRIEND EVENT SPONSOR (\$500 - \$1000 CASH OR IN-KIND DONATIONS)

Big Friend Event Sponsorship benefits plus:

6. Your sponsorship promoted in the **Kick off Email to previous participants** (600+) and **Emails to Team Captains** (250) which will be forwarded to their team members
7. Your sponsorship promoted on our **office sign** on St Peters Road (600 vehicles/hour)
8. A **Sponsor Story** on our **Website and Social Media** that highlights your business and why you chose to support Big Brothers Big Sisters of Prince Edward Island
9. Your support acknowledged in a **Guardian Thank You Print Ad**



PLEASE NOTE: Our packages are customizable and we would be happy to work with you to meet your marketing goals and objectives.

SPONSORSHIP REGISTRATION FORM 2021

My company has decided to support **The Big Little Challenge** through the following sponsorship:



Please check one:

PRIZE SPONSORS

- Prize Sponsor (\$50-\$249)
- Raffle Prize Sponsor (\$250- \$499)
- Marquee Prize Sponsor (\$500 - \$1000)

EVENT SPONSORS

- Friend Sponsor (\$100-\$249)
- Big Friend Sponsor (\$250- \$499)
- Great Big Friend Sponsor (\$500 - \$1000)

Name: _____

Title: _____

Signature: _____

Date: _____

Type of sponsorship

- Monetary
- In-Kind (describe) _____



Promotional Material information

Please provide your **company name** exactly as you wish it to appear on materials

For monetary sponsorship, method of payment:

- Cheque (payable to Big Brothers Big Sisters of PEI)
- Visa or Mastercard

Card Number _____

Expiry Date _____

Name of Cardholder _____



PLEASE PROVIDE ME WITH MORE INFORMATION ON HOW OUR BUSINESS CAN PARTICIPATE IN THIS UNIQUE TEAM BUILDING EVENT AS A TEAM OR ACTIVITY PARTNER

Please return this form and payment to:

Big Brothers Big Sisters of Prince Edward Island

Attn: Lyndsay Charlton, Fund Development Coordinator

2 St. Peters Road

Charlottetown, PE C1A 5N2

Phone: 902-368-7765

Email: Lyndsay.charlton@bigbrothersbigsisters.ca

**THANK YOU FOR YOUR SPONSORSHIP;
YOUR SUPPORT MEANS A LOT TO US!**

