



Big Brothers
Big Sisters®
OF AMERICA

2024

**NATIONAL CONFERENCE
SPONSOR OPPORTUNITIES**

Dallas, Texas | June 10-13, 2024

THANK YOU FOR YOUR INTEREST

Dear Partner,

Every year, leaders from corporations, community organizations, the field of mentoring and youth development, and Big Brothers Big Sisters agencies come together to learn, network, and celebrate at Bigger Together 2024, the Big Brothers Big Sisters of America National Conference.

The atmosphere at the conference is electric and energizing, and our JEDI (justice, equity, diversity, inclusion) values and youth-centered spirit rise through the sessions, collaborations, and experiences.

Our agencies learn from one another, from Big Brothers Big Sisters of America, and from leaders in the field. They are focused on finding ways to improve their fundraising, marketing, and programs. They exchange ideas, connect with vendors, explore new services and programs, and learn from experts.

The highlight of each National Conference is the culminating event, the BBBSA Bigger Together Celebration, an evening focused on celebrating a year of accomplishments in serving children and improving communities. At the Celebration, we hear inspiring stories, honor corporate and community partners, connect with celebrity ambassadors, and announce our National Big Brother and Big Sister of the Year.

This year's National Conference is in Dallas, Texas. We look forward to hosting over 1,000 attendees committed to the mission of Big Brother Big Sisters, including agency leaders, board members, staff, and community and corporate partners. Becoming a sponsor or exhibitor is a way to connect with our nationwide network of local agencies and support the work of Big Brothers Big Sisters of America and demonstrate your commitment to mentoring.

Sincerely,
Deborah Barge, Chief Development Officer

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ATTENDEE FEEDBACK

“Excellent conference. Motivating. Inspiring. I always leave the conference motivated. I wish I could send my entire staff and board members every year.”

- Small-Mid Agency CEO

“The National Conference has become an integral part in my role as a leader for my organization. I count on the opportunity to learn, network, and connect and bring new ideas and energy back to my agency. It is also critical for our agency leadership team and is budgeted annually.”

- Mid-Large Agency CEO

“I honestly believe that all board members should have the experience of attending the National Conference. After attending, I am 100 times more invested in this organization and what I can do to help our local agency.”

- Small-Mid Agency Board Member

“This was my 3rd conference and the best by far! I loved all the workshops and had a hard time choosing which ones I would attend! ”

- Small-Mid Agency CEO

“Overall this was one of the best conferences that I have ever attended...very educational and inspirational. ”

- Small-Mid Agency CEO

“It was very uplifting and motivating to be a part of. I personally took a lot of information away from this event to bring back to our agency! I definitely recommend other agency staff to go as well!”

- Small-Mid Agency Program Staff

“It was my first conference and I left feeling so much camaraderie and motivation. As a new CEO, the opportunity to network and build relationships was extraordinary.”

- Large Agency CEO

“The conference is extremely well organized - does not feel like a non-profit event. Very professional. I believe the conference is one of the most valuable things offered by Big Brothers Big Sisters of America.”

- Small-Mid Agency CEO

“This was the first year that our program staff were able to attend the National Conference. We thought that all of the information shared was very beneficial and loved how everyone was so open to discuss their individual programs. My co-worker and I left with so many new ideas and we are eager to start-moving forward with them. ”

- Small-Mid Program Staff

“The keynote speakers and the gala get you pumped up and ready to return to your agency refreshed and invigorated.”

- Small-Mid Agency Staff

OUR AUDIENCE

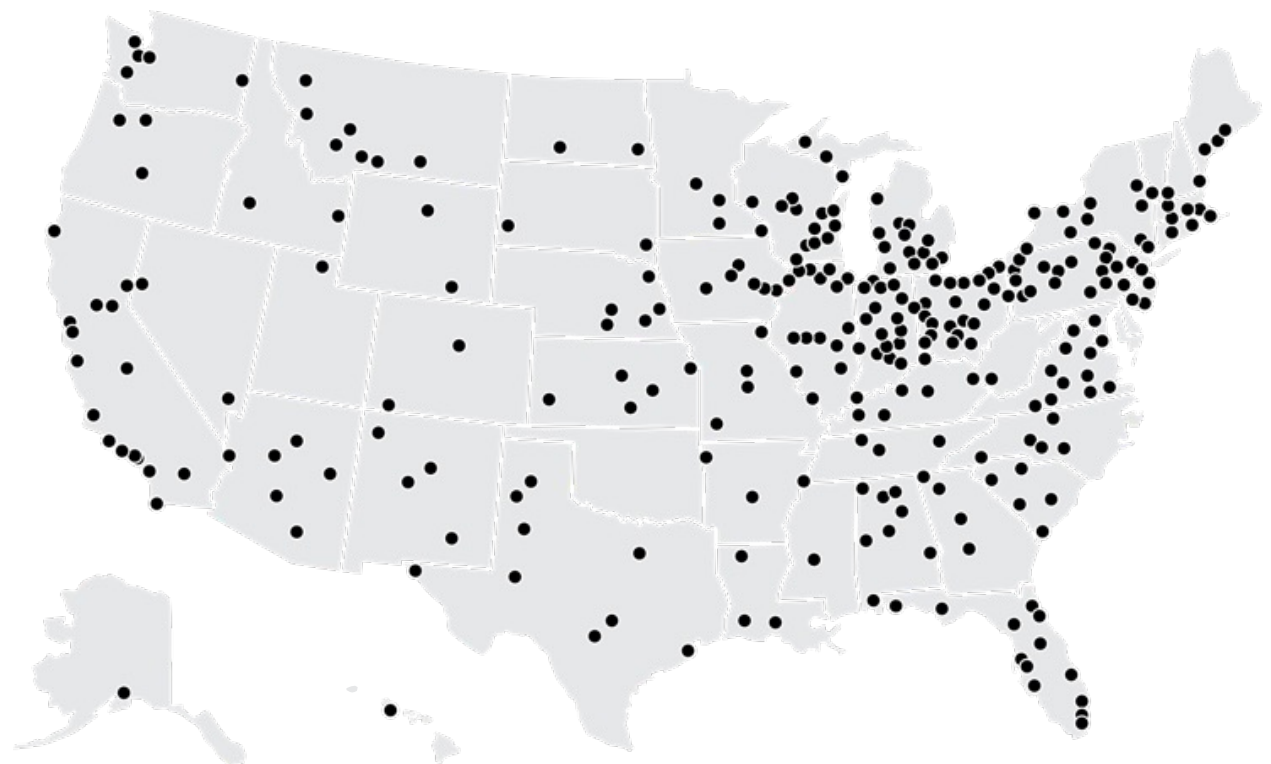
SEGMENTS

- 44%** Agency Program Staff
- 25%** Agency CEO
- 16%** Agency Fund Development and Marketing Staff
- 7%** Agency Board Member
- 2%** Agency HR/Finance Staff

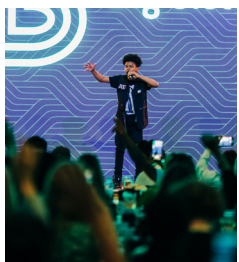
AGENCY SIZE

- 47%** Serve 250-699 Children/
Revenue of \$250,000-\$699,999
- 29%** Serve 700-1,500 Children/
Revenue of \$700,000-\$1,500,000
- 23%** Serve over 1,500 Children/
Revenue over \$1,500,000

LOCATIONS



2023 HIGHLIGHTS



SPONSORSHIP BENEFITS

BENEFIT	DESCRIPTION	SILVER	GOLD	PLATINUM	VISIONARY
		\$25,000	\$50,000	\$75,000	\$150,000
Conference Registration	Complimentary registration for set number of associates/guests	6	6	8	8
In-Person Exhibit Experience	Complimentary space in Exhibitor area	X	X	X	X
Logo Recognition	Company logo included in digital and printed collateral	X	X	X	X
Conference Bag Inclusion	Opportunity to provide materials for the conference bag	X	X	X	X
Enhanced Benefits	See the details page for each opportunity to learn more.	X	X	X	X
Bigger Together Table	Complimentary seats and premier location at the Finale Celebration	6	8	10	10
Mobile App Push Notifications	Text notifications pushed to all attendees using the mobile app		X	X	X
Unique Event Sponsor	Feature sponsor a conference event, such as a super session, workshop, or networking session		X	X	X
Network Communication	Reach over 230 agencies through various digital channels (newsletters/social media)		X	X	X
General Session Presentation	Opportunity to introduce a keynote speaker, give remarks, or highlight your mentorship expertise during a General Session			X	X
General Session Video Feature	Share a one-minute video during the conference				X
Premier Co-branding Opportunity	Opportunity to include your logo on a conference-branded hotel key card				X

VISIONARY

\$150,000+



Conference Registration

Complimentary registration for 10 associates/guests



In-person experience in Exhibit space

Complimentary space in exhibitor area



Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (10 guests)



Conference Tote Bags

A high-visibility opportunity to showcase your company logo and remind attendees of your support throughout the conference. Includes inclusion of swag item in the bag.



Prominent Logo Recognition

Logo displayed prominently and included in digital and printed collateral



Unique Event Sponsor

Feature sponsor a conference event, such as a super session, workshop, or networking session



General Session Presentation

Opportunity to introduce a keynote speaker or give remarks or highlight your mentorship expertise during a general session



Network Communication

Access over 230 BBBS agencies through various digital channels (newsletters/social media)



Mobile App Push Notifications

Text notifications that will be pushed to all attendees using the Mobile App



Conference App Premier Graphic

Opportunity to include logo on Mobile App splash screen and attendee website login page background



Conference App Homepage Ad

Direct attendees to your website or promotional video directly from the Conference Mobile App and Attendee Website homepages



Conference App Banner & Virtual Booth

Place a banner ad at the top of the Virtual Exhibit Hall on the Mobile App and Attendee Website as well as have a virtual booth



Premier Co-Branding Opportunity

Opportunity to include your logo on a conference-branded key card



General Session Video Feature

Share a one-minute video during the conference



Featured Bigger Together Celebration Sponsor

Sponsor of the National Match of the Year, to be presented at the Bigger Together Celebration. This is the culminating celebratory event to the National Conference, recognizing external partners and some of the most prestigious awards to key influencers to the BBBS network.

Please select one (1) Enhanced Benefit from Tiers 1, 2, or 3, listed on page 11.

PLATINUM

\$75,000



Conference Registration

Complimentary registration for 10 associates/guests



In-Person Experience in Exhibit Area

Complimentary space in Exhibitor Area



Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (10 guests)



Conference Bag Inclusion

Opportunity to provide materials to be included in all attendees' conference bags



Logo Recognition

Company logo included in digital and printed collateral



Unique Event Sponsor

Feature sponsor conference event, such as a super session, workshop, or networking session



General Session Presentation

Opportunity to introduce a keynote speaker or give remarks or highlight your mentorship expertise during a general session



Network Communication

Access over 240 BBBS agencies through various digital channels (newsletters/social media)



Mobile App Push Notifications

Text notifications that will be pushed to all attendees using the Mobile App



Conference App Homepage Ad

Direct attendees to your website or promotional video directly from the Conference Mobile App and Attendee Website homepages



Conference App Banner & Virtual Booth

Place a banner ad at the top of the Virtual Exhibit Hall on the Mobile App and Attendee Website as well as have a virtual booth

Please select one (1) item from Tier 1 or Tier 2 Enhanced Benefits, listed on page 11.

GOLD

\$50,000



Conference Registration

Complimentary registration for 10 associates/guests



In-Person Experience in Exhibit Area

Complimentary space in Exhibitor Area



Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (8 guests)



Conference Bag Inclusion

Opportunity to provide materials to be included in all attendees' conference bags



Logo Recognition

Company logo included in digital and printed collateral



Unique Event Sponsor

Feature sponsor conference event, such as a super session, workshop, or networking session



Mobile App Push Notifications

Text notifications that will be pushed to all attendees using the Mobile App



Network Communication

Access over 240 BBBS agencies through various digital channels (newsletters/social media)



Conference App Homepage Ad

Direct attendees to your website or promotional video directly from the Conference Mobile App and Attendee Website homepages



Conference App Banner & Virtual Booth

Place a banner ad at the top of the Virtual Exhibit Hall on the Mobile App and Attendee Website as well as have a virtual booth

Please select one (1) item from Tier 2 or Tier 3 Enhanced Benefits, listed on page 11.

SILVER

\$25,000



Conference Registration

Complimentary registration for 10 associates/guests



In-Person Experience in Exhibit Area

Complimentary space in Exhibitor Area



Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (8 guests)



Conference Bag Inclusion

Opportunity to provide materials to be included in all attendees' conference bags



Logo Recognition

Company logo included in digital and printed collateral



Conference App Banner & Virtual Booth

Place a banner ad at the top of the Virtual Exhibit Hall on the Mobile App and Attendee Website as well as have a virtual booth

Please select one (1) item from Tier 2 or Tier 3 Enhanced Benefits, listed on page 11.



BIGGER TOGETHER

National Conference 2024 | Dallas, Texas



ENHANCED BENEFITS

TIER 1



Little Big Chats Sponsor

Throughout the conference, Big Brothers Big Sisters of America will be hosting 15+ interviews. The Little Big Chats sponsor will be the exclusive sponsor, with special recognition given during each interview. **AVAILABLE : 1**



Wi-Fi Sponsor

Connectivity is vital to all attendees at the conference. While in the meeting space, connecting to the Wi-Fi requires linking through the hotel Wi-Fi system. Sponsorship of Wi-Fi service for the conference provides an exclusive opportunity to provide branding and messaging. **AVAILABLE : 1**



General Session Video Feature

Share a one-minute video during the conference. **AVAILABLE : 2**



Conference Lanyards

Conference Lanyards are a high-visibility opportunity to showcase your company logo and remind attendees of your support throughout the conference. **AVAILABLE : 1**

TIER 2



Welcome Reception

Attendees will have the opportunity to experience a unique Welcome Reception in Dallas. A Dallas-themed special event will give attendees a warm welcome to the conference and a taste of all that the city has to offer. **AVAILABLE : 1**



VIP Receptions

The VIP reception will be held before the Alumni Hall of Fame Event or the Bigger Together Celebration. Celebrity ambassadors, National Board Members, and the BBBSA executive team will gather and celebrate. The red carpet events present an opportunity for a sponsor to provide food and beverage for the reception and engage with the prominent individuals in attendance. **AVAILABLE : 2**



Finale Reception

The Finale Reception happens after the Bigger Together Event and is the final convening of the conference. Provide entertainment and beverages for attendees. **AVAILABLE : 1**



Breakfast

Breakfast Grab & Go meals will kick off each day of the conference. Sponsoring a breakfast provides your company an opportunity to have prominent brand recognition, message attendees, display or give away items unique to your company, or theme the menu items. **AVAILABLE : 3**

TIER 3



Coffee and Snack Break

Food and beverage breaks are popular events that allow attendees to recharge between sessions. Sponsoring one of the breaks provides a unique opportunity to select or provide the featured food and beverage items, logo placement, and product placement. **AVAILABLE : 3**



Activation Station

This opportunity allows your company to have a dedicated space to feature products, conduct demos, or engage with attendees through a hospitality activation. Charging stations, specialty teas, coffee bar, massage chairs, hydration station – these are just a few ideas of how to maximize the space. (Costs for activation and all elements are the responsibility of the sponsor.) **AVAILABLE : 3**



Birds of a Feather Networking Event

Your company can provide an opportunity for specific groups to gather. Choose to invite up to 100 people (for e.g., board members, CEOs, fund development/marketing staff, program staff). Sponsorship provides a unique opportunity for branding, logo, and product placement. **AVAILABLE : 1**

THANK YOU

For more information on
sponsorships, please contact our
Corporate Team at
conference@bbbsa.org



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OF AMERICA