

THANK YOU FOR YOUR INTEREST SEED FOR SOME SE

INTRO

PAST SPONSORS & 2022 RECAP VIDEO

WHAT CAN YOU SPONSOR?

SPONSORSHIP BENEFITS

VISIONARY

PLATINUM

GOLD

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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 2023, 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 experience.

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, which is 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 Anaheim, California. 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 at the National conference 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

THANK YOU FOR YOUR INTEREST

"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

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SEGMENTS

44 / Agency Program Staff

25% Agency CEO

Agency Fund Development and Marketing Staff

7 / Agency Board Member

Agency HR/Finance Staff

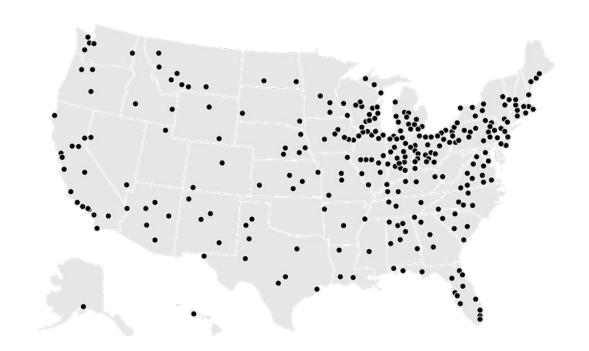
AGENCY SIZE

47% Serve 250-699 Children/ Revenue of \$250,000-\$699,999

20% Serve 700-1,500 Children/ Revenue of \$700,000-\$1,500,000

23% Serve over 1,500 Children/ Revenue over \$1,500,000

LOCATIONS



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SILVER SPONSOR



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VISIONARY	\$100,000+				
PLATINUM	\$75,000				
GOLD	\$50,000 \$25,000 \$10,000				
SILVER					
BRONZE					

Sponsorships

We offer a wide range of sponsorship packages to suit your needs. Each package will be customized to provide unique recognition opportunities throughout the conference.

PREMIER EXHIBITOR	\$5,000
EXHIBITOR	\$2,500

Exhibitors

The BBBSA Exhibit Hall is a unique opportunity to engage with all of our over 240 affiliates represented at the conference. Limited availability, each booth is positioned to maximize exposure and leverage key traffic times.

MOBILE APP

Varies

Mobile App Advertisement

All attendees actively use the mobile app. It features a full schedule, locations, session overviews, bios, and special messages from sponsors. Investing in an advertisement in the mobile app allows your company to provide a highly visible message to attendees.

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SPONSORSHIP BENEFITS

BENEFIT	DESCRIPTION	EXHIBITOR	PREMIER EXHIBITOR	BRONZE	SILVER	GOLD	PLATINUM	VISIONARY
		\$2,500	\$5,000	\$10,000	\$25,000	\$50,000	\$75,000	\$100,000+
Conference Registration	Complimentary registration for set number of associates/guests	1	4	4	6	6	8	8
Table in Exhibitor Resource Center	Complimentary table in Exhibitor Resource Center	1 (8ft Table)	2 (8ft Table)	Х	Х	Х	х	Х
Logo Recognition	Company logo included in digital and printed collateral.	Х	Х	Х	Х	Х	х	Х
Conference Bag Inclusion	Opportunity to provide materials for the conference bag.		Х	Х	Х	Х	х	х
Enhanced Sponsor Opportunities	These opportunities are unique to each level. See the details page for each opportunity to learn more.			Х	Х	Х	Х	х
Bigger Together Table	Complimentary table and premier location at the Awards (4 guests)			4	6	6	8	8
Board Meet and Greet	Invitation to the National Board Reception.				Х	Х	х	Х
Mobile App Push Notifications	Text notifications that will be pushed to all attendees using the mobile app.				Х	Х	Х	Х
Unique Event Sponsor	Feature sponsor conference event, session, lunch, break, or reception.					Х	х	Х
Speaking Opportunity	Opportunity to introduce a keynote speaker or give remarks.					Х	Х	Х
Network Communication	Access over 230 agencies through various digital channels (newsletters/social media).					Х	х	Х
Conference Presentation	Highlight your mentorship expertise during a general session.						х	Х
Video Inclusion	Share a one-minute video during the conference.						x	х

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Complimentary registration for 8 associates/guests.



Booth in Exhibit Hall

Complimentary booth in Exhibitor Resource Center.



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 will be included in digital and printed collateral.



Unique Event Sponsor

Feature sponsor conference event, session, lunch, break, or reception. (See Enhanced Visionary Benefits)



Board Meet and Greet

Invitation to the National Board Reception. (4 guests)



Speaking Opportunity

Opportunity to introduce a keynote speaker or give remarks.



Network Communication

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



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



Conference Mobile App Listing

Logo included in the Conference Mobile App.



Conference Presentation

Highlight your mentorship expertise during a general session.



Video Inclusion

Share a one-minute video during the conference.

ENHANCED VISIONARY BENEFITS



Featured Bigger Together Celebration Sponsor

Sponsor of the National Match of the Year to be presented at the Bigger Together Celebration. The 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.

AVAILABLE:1

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Conference Registration

 $Complimentary\ registration\ for\ 8\ associates/guests.$

Booth in Exhibit Hall
Complimentary booth in Exhibitor Resource Center.

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

Conference Bag InclusionOpportunity to provide materials to be included in all attendees' conference bags.

Logo RecognitionCompany logo will be included in digital and printed collateral.

Unique Event SponsorFeature sponsor conference event, session, lunch, break, or reception. (See Enhanced Visionary Benefits)

Board Meet and GreetInvitation to the National Board Reception. (4 guests)

Speaking OpportunityOpportunity to introduce a keynote speaker or give remarks.

Network Communication

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

Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.

Conference Mobile App Listing
Logo included in the Conference Mobile App.

Conference Presentation

Highlight your mentorship expertise during a general session.

Video Inclusion
Share a one-minute video during the conference.

ENHANCED PLATINUM BENEFITS (SELECT ONE)

Backstage and Media Sponsor

Throughout the conference, Big Brothers Big Sisters of America will be hosting 15+ interviews. The Backstage and Media sponsor will be the exclusive sponsor of all interviews at the conference with special recognition given during each interview. Special recognition will also be given by naming the media wall after the Backstage and Media sponsor – for example: "The YOUR COMPANY NAME Social Wall"

AVAILABLE:1



Welcome Reception

Attendees will have the opportunity to experience a unique Welcome Reception in Anaheim. A special culinary and musical event that will be themed to the city of Anaheim will give attendees a warm welcome to the conference and a taste of all that the city has to offer.

AVAILABLE:1







Complimentary registration for 8 associates/guests.



Booth in Exhibit Hall

Complimentary booth in Exhibitor Resource Center.



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 will be included in digital and printed collateral.



Unique Event Sponsor

Feature sponsor conference event, session, lunch, break, or reception. (See Enhanced Visionary Benefits)



Board Meet and Greet

Invitation to the National Board Reception. (4 guests)



Speaking Opportunity

Opportunity to introduce a keynote speaker or give remarks.



Network Communication

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



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



Conference Mobile App Listing

Logo included in the Conference Mobile App.

(benefits continued on next page)

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General Session

Each General Session will be an inspirational event recapping milestones from the previous year, spotlighting featured dignitaries, celebrating new achievements, and introducing exciting news for the future of the Big Brothers Big Sisters. Agencies will be recognized for achievements at the end of the session. Your company will have the opportunity to provide welcome remarks or provide an introduction to the featured keynote speaker or dignitary in attendance.

AVAILABLE:1



Exhibit Hall Happy Hour

The Exhibit Hall provides an intimate experience for a limited number of featured businesses to showcase their services to the BBBS network. Your company can sponsor a happy hour in the Exhibit Hall, giving your company prominent visibility, entry signage, and opportunities for unique activations such as scavenger hunts, raffles, or other activities.

AVAILABLE:1

VIP and National Board Reception on June 28, 2023

The VIP reception will be held before the Alumni Hall of Fame Event. Celebrity ambassadors, National Board Members, BBBSA executive team, and national Bigs of the Year will gather and celebrate. The red carpet event provides an opportunity for a sponsor to provide food and beverage for the reception and an opportunity for engage with the prominent individuals in attendance.

AVAILABLE:1



Bigger Together Celebration June 29, 2023

The pre-event reception is an all-attendee red carpet event featuring special entertainment, music, and refreshments. Sponsoring this event will provide the opportunity to give remarks and receive prominent brand recognition during the event.

AVAILABLE:1

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Complimentary registration for 6 associates/quests.



Booth in Exhibit Hall

Complimentary booth in Exhibitor Resource Center.



Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (6 guests).



Conference Bag Inclusion

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



Logo Recognition

Company logo will be included in digital and printed collateral.



Board Meet and Greet

Invitation to the National Board Reception. (4 guests)



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



Conference Mobile App Listing

 $Logo\ included\ in\ the\ Conference\ Mobile\ App.$

ENHANCED SILVER BENEFITS (SELECT ONE)



Conference Mobile App

The mobile app provides a full schedule, session descriptions, speaker bios, and a platform for attendee interaction. Sponsors of the mobile app receive logo placement and messaging within the platform.

AVAILABLE:1



Registration

The registration desk, a central location, is the where all attendees are welcomed and where they pick up their badges, bags, and materials. The sponsor of the registration area will receive prominent placement of logos and information, and also a unique opportunity to drive traffic back to registration to pick up a specialty item provided by their company.





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 the wi-fi service for the conference will provide exclusive opportunity to provide branding and messaging

AVAILABLE:1



Hydration Stations

Water stations will be positioned throughout the meeting space and sponsorship will provide opportunity for branding, special messaging, or product placement.

AVAILABLE:1

(benefits continued on next page)

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ENHANCED SILVER BENEFITS CONTINUED (SELECT ONE)



Conference Lanyards and Tote Bags

Conference lanyards and tote bags are a high visibility opportunity to showcase your company logo and remind attendees of your support throughout the conference.

AVAILABLE:1



Attendee Hospitality Suite

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

AVAILABLE: 1



Birds of a Feather Networking Event

Your company can provide an opportunity for specific groups to gather at the conference. Choose to invite up to 100 people (for example, board members, CEOs, fund development/marketing staff, program staff). Sponsorship will provide a unique opportunity for branding, logo, and product placement.

AVAILABLE: 1



Child Safety Pre-Conference Training

This pre-conference session is an all-day event for BBBS leaders and program staff to learn new tools, enhance their understanding of key topics, and attain certification necessary for their development. Sponsorship will provide a unique opportunity for branding, logo, and product placement.

AVAILABLE:1



Workshop Track

Over 40 workshops will be offered to attendees throughout the conference. Workshop topics will include fundraising, marketing, best practices, volunteer recruitment, HR, Social Impact & DEI, finance, board governance, and leadership development. When your company sponsors a workshop track, we will highlight your company as the exclusive sponsor of that track, provide prominent logo placement, and enable you to disseminate materials at each session.

AVAILABLE: 5



Breakfast

Breakfast Grab & Go meals will kick off each day of the conference. Sponsoring a breakfast will provide 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



Coffee and Snack Break

The food and beverage breaks during the conference are popular events that give attendees an ability to recharge between sessions. Sponsoring one of the breaks will provide a unique opportunity to select or provide the featured food and beverage items, logo placement, and product placement. (Coffee and water supplied by BBBSA. Additional food costs may apply or can be donated.)

AVAILABLE: 3

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Complimentary registration for 4 associates/guests.



Booth in Exhibit Hall

Complimentary booth in Exhibitor Resource Center.



Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (4 guests).



Conference Bag Inclusion

Opportunity to provide materials for the conference bag



Logo Recognition

Company logo will be included in digital and printed collateral.



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



Conference Mobile App Listing

Logo included in the Conference Mobile App.

ENHANCED BRONZE BENEFIT



Workshop Sponsor

Over 40 workshops will be offered to attendees throughout the conference. Workshop topics will include fundraising, marketing, best practices, volunteer recruitment, HR, Social Impact & DEI, finance, board governance, and leadership development. When your company sponsors a select workshop, we will highlight your company as the exclusive sponsor of that workshop, provide prominent logo placement, and enable you to disseminate materials at each session.

AVAILABLE: 40

(benefits continued on next page)

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> PREMIER EXHIBITOR

PREMIER EXHIBITOR BENEFITS





Tables in Exhibit Hall

Complimentary tables (2) in Exhibit Hall, Wireless high-speed internet access, 6' tablse, 4 chairs, ID sign included



Conference Registration

Complimentary registration for 4 associates/guests.



Logo Recognition

Company logo will be included in digital and printed collateral.



Conference Mobile App Listing

Listing in the Conference Mobile App in Exhibitor Map.



Conference Bag Inclusion

Opportunity to provide materials for the conference bag



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



30-Minute Demo or Webinar

Opportunity to host a demo for pre-registered attendees in dedicated workshop meeting space during the conference or host a pre- or post-conference webinar.



Mobile App Upgrade Available

Lead retrieval, premium listing, and ad banner available.



EXHIBITOR BENEFITS

\$2,500



Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center. Wireless high-speed internet access, 6' table, 2 chairs, ID sign included



Conference Registration

Complimentary registration for 2 associates.



Logo Recognition

Company logo included in digital and printed collateral.



Conference Mobile App Listing

Listing in the Mobile $\ensuremath{\mathsf{App}}$ Exhibitor Map.

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Floor Stickers

\$7,500

The meeting space provides unique branding opportunities for every step. Floor stickers will be designed by BBBSA. (Printing fees will apply - approximately \$5,000)

AVAILABLE:1



30-Minute Demo

\$2,500

We will have a opportunity to hold a product demo, focus group, or an ad-hoc session on a topic not on our conference agenda.



25 Drink Tickets

\$500

Entice attendees to visit your booth or attend your workshop by handing out drink tickets for our receptions.



Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (6 guests).



Restroom

\$7.500

Includes signage on mirrors, bathroom stall doors, and between the sinks. (Printing fees will apply - approximately \$5,000)

AVAILABLE: 1



Feature Branded Giveaway or Sconference Bag Insert

\$1,000

Inclusion in the Welcome Gift Conference Tote Bag. Quantity
Needed: 1,000. Suggested items: pen, notepad, water bottle, t-shirt,
hand sanitizer, luggage tags. (Production fees will apply for custom
orders - pricing depends on product selected)



Conference Scholarships

COSTS VARY

Your company can underwrite the costs for an agency to attend the 2023 National Conference. Email for details.



Scholarships for Littles

COSTS VARY

Two Bigs of the Year and their Littles are honored at the Bigger Together Celebration. Your company can underwrite scholarships for these outstanding Littles to use to achieve their full potential.



Vendor Workshop

COSTS VARY

Over 40 workshops will be offered to attendees throughout the conference. Workshop topics will include fundraising, marketing, best practices, volunteer recruitment, HR, Social Impact & DEI, finance, board governance, and leadership development. When your company sponsors a select workshop, we will highlight your company as the exclusive sponsor of that workshop, provide prominent logo placement, and enable you to disseminate materials at each session.

LIMITED AVAILABILITY

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MOBILE APP ADVERTISEMENT

All ads are in color. Artwork must be submitted to BBBSA for approval.

All artwork is due by May 12, 2023

File requirements

Please provide your file as a PNG or packaged native files (InDesign, Photoshop or Illustrator).

File sharing instructions

Please upload your final files to Dropbox, visit https://bit.ly/34wfDEL, and follow the template below for file names: CompanyName_ MobileApp_AdSize_Date.

Best practices

- Dimensions: 960px x 150px
- All images need to be 72 dpi
- Prefered file format is PNG
- If you are sending native files, please package files including all links and fonts as a zip file.
- Note that depending on the user's device, your banner advertisement will scale to the width of their device. With this in



BANNER ADVERTISEMENT

960px x 150px

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For more information on sponsorships,

please contact our Corporate Team at conference@bbbsa.org



