



JDC

SWING BIG

GOLF CLASSIC

2020

SPONSORSHIP
OPPORTUNITIES &
INFORMATION

SATURDAY
SEPT. 26TH

IT'S TIME TO TEE UP FOR A GREAT CAUSE!



Big Brothers
Big Sisters
OF WATERLOO REGION

#SWINGBIG

ABOUT SWING BIG

It's time to tee up for a great cause!

The JDG Swing Big Golf Classic is to raise funds for Big Brothers Big Sisters of Waterloo Region. **All proceeds go towards BBBSWR programs directly while remembering James Dale Greer who was a former Big Brother.** What better way to give back to your community, while having fun and spending a day on the course?

Come and take part of a fantastic day filled with golf for a great cause at Conestoga Golf & Conference Centre on Saturday September 26th. Get your group together and enjoy a full 18-hole course.

OUR MISSION

BBBSWR is committed to helping children in need achieve their potential, and this motivates us to create incredible community events that help us achieve this goal. In 2019, BBBSWR's programs benefitted 1300 children with the help of 550 volunteers. We currently have 300 children on their waitlist in need of support.

Imagine what they'll become because of you!

THE DETAILS

DATE & TIME

Saturday, September 26th, 2020

Shotgun Start - 12:30 PM

LOCATION

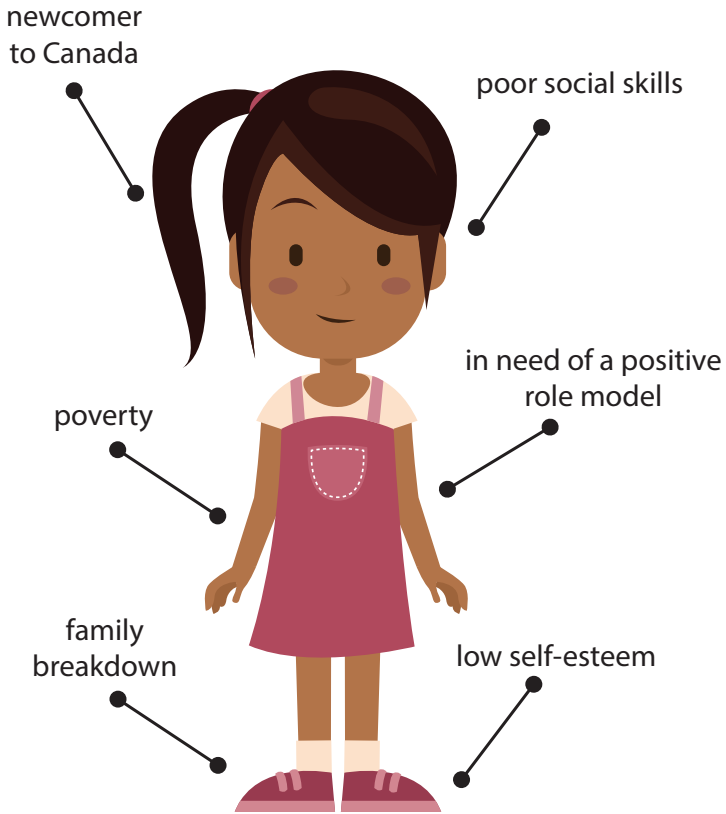
Conestoga Golf & Conference Centre
400 Golf Course Road
Conestogo, ON
N0B 1N0

COST

\$125 Per Golfer (with cart)

*This cost is subsidized or included for some Sponsorships

WHO YOU'RE HELPING



Big Brothers Big Sisters of Waterloo Region does not receive any government funding and relies on our event revenue and donations from the community to provide our programming.

Children selected for enrolment in our programs tend to exhibit one of more of the previous risk factors. With your sponsorship you're impacting the lives of local youth in need.

OUR REACH

SOCIAL MEDIA & WEBSITE

Social Media

1500+ Daily Impressions
39% between ages 25-34

1.1K+

Instagram
Followers

1K

Facebook Page
Likes

2.5K

Twitter
Followers

250

LinkedIn Page
Likes

Website & Email

2500+

Monthly Visitors

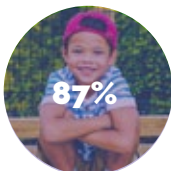
48% between ages 25-34
87% live in Waterloo Region

2000+

Mailing List

70% open rates
85% live in Waterloo Region

OUR IMPACT



Have
strong social
relationships



Pursue healthy
lifestyles



More likely to
volunteer



Show higher
literacy skills

LAST YEAR



LAST YEAR



I WANT TO SPONSOR

PRESENTING SPONSOR - \$3,000

- Presenting sponsor title
 - Complimentary foursome tickets.
 - Company logo on digital & printed marketing materials including event poster and on-site assets
 - Company banner displayed at event
 - Prominent advertising and recognition by Snapd and other media partners
 - Prominent recognition on the BBBSWR website and social media channels with link to company website
 - Prominent recognition in the BBBSWR newsletter
 - Hole sign
-

EVENT DAY SPONSOR - \$1,500

- Company logo on digital and printed marketing materials
 - Complimentary tickets
 - Recognition by Snapd & other media partners
 - Social media & website recognition
 - BBBSWR newsletter recognition
 - Hole sign
-

CART SPONSOR - \$750

- Company logo displayed on all golf carts
- Social media and website recognition
- Hole sign

I WANT TO SPONSOR

BUILD-A-PARTNERSHIP

Have another idea of how we can partner on this longstanding event?

Whether it's sponsoring a staff team or sponsoring a hole, there are a number of ways we can work together to promote your business while supporting a great cause!

**For Event Details and Inquiries Please Contact
Margie Gourgy, Events Specialist**

margie.gourgy@bbbswr.org

(519) 745-0180 ext. 203

MEDIA SPONSORSHIP (IN-KIND)

- Event activation opportunity (your own booth!)
- Company logo on digital & printed marketing materials
- Prominent recognition on the BBBSWR website
- Prominent recognition in the BBBSWR newsletter
- Prominent recognition on all BBBSWR social media

**For Media Inquiries Please Contact
Hayden Careless, Marketing & Communications Specialist**

hayden.careless@bbbswr.org

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