



**Big Brothers  
Big Sisters**  
OF WATERLOO REGION

# 2024

## SPONSORSHIP OPPORTUNITIES



BBBSWR.ORG



@BBBSWR

# ABOUT US



**Big Brothers  
Big Sisters**  
OF WATERLOO REGION

## VISION

Children and youth in our community have access to impactful, life-changing mentoring relationships.

## MISSION

We foster and support safe and empowering mentoring relationships for children and youth in our diverse community.

## OUR VALUES



### **Belonging**

We embrace diversity in our community.



### **Innovation**

Continuous learning and adaptation enable us to create the greatest impact.



### **Relationship Focused**

We create impactful relationships.



### **Impact Focused**

We deliver outcomes that build resiliency.



# OUR REACH

## Social Media

- 1500+ Daily Impressions
- 41% between the ages of 25-34

**1.6k**

Instagram  
Followers

**1.5k**

Facebook  
Page Likes

**2.4k**

Twitter  
Followers

**350+**

LinkedIn  
Page Likes

## Website & Email

**1600+**

### Monthly Visitors

65% between ages 25-34  
60% live in Waterloo Region

**2500+**

### Mailing List

50% open rates  
85% live in Waterloo Region



**600<sup>+</sup>**

Youth Mentored



**21,500**

Hours Volunteered



**325<sup>+</sup>**

Volunteer Mentors



**133**

New Matches Made





## FEBRUARY 2024

### ABOUT THE EVENT

Bowl for Kids' Sake is Big Brothers Big Sisters of Waterloo Regions' signature event and biggest fundraiser of the year! Last year, we had over 30 teams raise pledges to help our organization provide mentors to youth in Waterloo Region. Over a two week long period, teams celebrate their fundraising efforts with a bowling and pizza party held at Bingemans Kingpin Bowlounge!

### OUR AUDIENCE

Calling all workplace champions, fun-loving friends, and close-knit families! Whether you're a team at work looking to raise funds in a unique way while enjoying an office outing, a group of friends seeking a good time, or a family ready for some quality bonding, this event has something special in store for everyone. Come together, roll some strikes, and make a difference in the lives of local youth.





# SPONSORSHIP OPPORTUNITIES

## TURKEY - \$5,000

- Presenting sponsor title.
- Opportunity to introduce your company at the biggest night of the campaign.
- Prominent recognition in advertising pieces.
- Company name included in press release
- Your company logo on pledge sheets.
- Your company logo on all event signage.
- Your company logo on all printed and digital marketing materials.
- Prominent recognition on the BBBSWR website.
- Prominent recognition on all BBBSWR social media platforms.
- Team of 10 can bowl pledge-free with pizza & prizes included.

## STRIKE - \$3,000

- Recognition in advertising pieces.
- Your company logo on pledge sheets.
- Your company logo on all event signage.
- Your company logo on all printed and digital marketing materials.
- Recognition on the BBBSWR website.
- Recognition on all BBBSWR social media platforms.
- Team of 8 can bowl pledge-free with pizza & prizes included

## SPARE - \$2,000

- Your company logo on pledge sheets.
- Your company logo on event signage.
- Your company logo on printed and digital marketing materials.
- Recognition on the BBBSWR website.
- Recognition on BBBSWR social media platforms.
- Team of 6 can bowl pledge-free with pizza & prizes included.

## HEADPIN - \$1,000

- Your company logo on event signage.
- Recognition on the BBBSWR website.
- Team of 4 can bowl pledge-free with pizza & prizes included.



# KING STREATERY

FOOD TRUCK  
FESTIVAL

JUNE 2024

## ABOUT THE EVENT

Experience the best food trucks in town right on King St East, by the Kitchener Market, this summer! Enjoy delicious bites from various food trucks and take a leisurely walk through Downtown Kitchener while exploring local vendors selling handmade goods. Listen to live music, watch street performers, and join in community activities that make this event so much fun! It's a food-filled, lively day out in the heart of the city at the King StrEATery!

## OUR AUDIENCE

King StrEATery is perfect for everyone! Families can savor tasty treats while enjoying family-friendly activities. Young folks can relish the vibrant atmosphere and live music. Downtown Kitchener residents can conveniently stroll over, and those in the surrounding areas can join the fun in the heart of the city. Don't miss this food-filled, community-centered event!



# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$5,000

- Presenting Sponsor title
- Prominent logo recognition on all signage seen by 5000+ attendants
- Opportunity to run your own booth with event activation
- Advertising and recognition by media partners
- Company name included in press release
- Company logo on digital & printed marketing materials
- Prominent recognition on the BBBSWR website & social media channels

## ENTERTAINMENT SPONSOR - \$3,000

- Logo recognition on all signage seen by 5000+ attendants
- Opportunity to run your own booth with event activation
- Advertising and recognition by media partners
- Company logo on digital & printed marketing materials
- Prominent recognition on the BBBSWR website & social media channels

## FAMILY AREA SPONSOR - \$2,000

- Logo recognition on all signage seen by 5000+ attendants
- Opportunity to run your own booth with event activation
- Advertising and recognition by media partners
- Company logo on digital & printed marketing materials
- Recognition on the BBBSWR website & social media channels

## COMMUNITY SUPPORTER - \$1,000

- Logo incorporated in event day signage seen by 5000+ attendants
- Advertising and recognition by media partners
- Company logo on digital & printed marketing materials
- Recognition on the BBBSWR website & social media channels





**SEPTEMBER 2024**

## ABOUT THE EVENT

The JDG Swing Big Golf Classic raises funds for Big Brothers Big Sisters of Waterloo Region while remembering James Dale Greer, who was a former Big Brother. We start the day off with a delicious BBQ lunch, then head to the links and tee off for 18 holes of fun. Golfers enjoy plenty of hole activities and giveaways followed by dinner and silent auction!

## OUR AUDIENCE

The JDG Swing Big Golf Tournament is designed for golf enthusiasts, those remembering James Dale Greer, and supporters of Big Brothers Big Sisters of Waterloo Region. It is targeted towards those who enjoy a day on the golf course and want to make a positive impact on the community. Local businesses and organizations interested in supporting a charitable cause and networking in a relaxed setting will find this event appealing.



# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$5,000

- Presenting sponsor title
- Complimentary foursome
- Company logo on all digital & printed marketing materials
- Company banner displayed at event
- Opportunity to introduce your company during opening remarks
- Event activation opportunity on a hole (your own booth/activity)
- Company name included in press release
- Prominent recognition on the BBBSWR website and social media channels
- Hole sign

## MEAL SPONSOR - \$3,500

- Prominent logo recognition at meal station
- Opportunity to introduce your company during opening remarks
- Complimentary foursome
- Company logo on digital and printed marketing materials
- Social media and website recognition
- Hole sign

## PRIZE TABLE SPONSOR- \$2,000

- Company logo on prize table
- Complimentary Foursome
- Website and social media recognition
- Company logo on digital and printed marketing materials
- Hole sign

## GRAB BAG SPONSOR - \$1,000

- Company logo displayed on all grab bags
- Social media and website recognition
- Hole sign

## CART SPONSOR - \$1,000

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

## HOLE SPONSOR - \$250

- Website recognition
- Hole sign





**OCTOBER 2024**

## ABOUT THE EVENT

Enjoy food, drink & friends and be a part of the tastiest and most immersive event in Downtown Kitchener. Featuring the best taps, apps, tastes, and sounds that the region has to offer. Enjoy a mix of local restaurants, distilleries, breweries, and live music at one of the most iconic landmarks in Downtown Kitchener – The Walper Hotel.

## OUR AUDIENCE

This event is designed for young professionals who live, work and play in Downtown Kitchener. Taps & Apps provides the perfect opportunity to network and meet like-minded individuals within our community.





# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$5,000

- Presenting sponsor title
- 8 complimentary tickets to Taps and Apps
- Opportunity to introduce your company on stage
- Company name included in press release
- Opportunity to place your company banner at the event
- Prime placement of your company logo on event signage
- Your company logo on all printed marketing materials
- Recognition on all BBBSWR social media channels
- Recognition on the BBBSWR website
- Recognition on the Taps and Apps Facebook Event page

## ENTERTAINMENT SPONSOR - \$3,000

- 6 complimentary tickets to Taps and Apps
- Logo displayed near live musician
- Placement of your company logo on event signage
- Your company logo on all printed marketing materials
- Recognition on all BBBSWR social media channels
- Recognition on the BBBSWR website

## CHARCUTERIE BOARD - \$2,000

- 4 complimentary tickets to Taps and Apps
- Logo displayed at charcuterie station
- Placement of your company logo on event signage
- Your company logo on all printed marketing materials
- Recognition on all BBBSWR social media channels
- Recognition on the BBBSWR website
- Recognition on the Taps and Apps Facebook Event page

## SIP & SUPPORTER - \$1,000

- 2 complimentary tickets to Taps and Apps
- Placement of your company logo on event signage
- Your company logo on all printed marketing materials
- Recognition on all BBBSWR social media channels
- Recognition on the BBBSWR website
- Recognition on the Taps and Apps Facebook Event page



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# CONTACT US

## Build-a-Partnership

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

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  
Kathryn Ruzycki, Special Events Coordinator**

[kathryn.ruzycki@bbbswr.org](mailto:kathryn.ruzycki@bbbswr.org)

(519) 745-0180 ext. 203

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