



NOVEMBER 6, 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

GOLD SPONSOR - \$3,000

- 6 complimentary tickets to Taps and Apps
- Placement of your company logo on event signage
- Company name included in press release
- Your company logo on all printed marketing materials
- Recognition on all BBBSWR social media channels
- Recognition on the BBBSWR website

SILVER SPONSOR - \$2,000

- 4 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

BRONZE SPONSOR - \$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

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⁺

Youth Mentored



21,500

Hours Volunteered



325⁺

Volunteer Mentors



133

New Matches Made