

INVEST IN SOMETHING BIGGER



**Big Brothers
Big Sisters®**
OF ATLANTIC &
CAPE MAY COUNTIES

At Big Brothers Big Sisters, we create and support one-to-one mentoring relationships that ignite the power and promise of youth.

THE POWER OF OUR MISSION

We unite young people (Littles) with caring, positive adult role models (Bigs) in professionally supported one-to-one mentoring friendships.

Together, our Bigs and Littles clear a path to success by **breaking societal barriers, closing opportunity gaps and overcoming adversities** like poverty and identity-based discrimination in our local communities.



We serve kids 6-18 in **Atlantic and Cape May Counties**



Our agency supports **200 Littles and Bigs** each year



Our mentoring programs are **100% free** to our families

YOUR IMPACT

Our corporate sponsors are essential partners in fulfilling our mission for local children facing adversity. By becoming a corporate partner you will not only lend support to those in need in our community, but you will gain unique opportunities to showcase your brand to Big Brothers Big Sisters supporters and to the general public in Atlantic and Cape May Counties.



ABOUT OUR PROGRAMS

STEP 1

Learn about our mentoring programs

We have two types of mentoring programs: community-based and site-based. Here's a general outline of the process to join our community-based mentoring programs.

1 Parents/guardians **submit an application**. There is no cost for their child to be in our program.

4 **Volunteers and children are matched** by BBBS Staff members based on personality, preferences, and location.

2 A BBBS staff member **interviews the child** and parents/guardians. Parents/guardians are also trained in child safety.

3 **Volunteers are vetted** through an extensive interview process, a multi-layer background check, and reference checks.

5 Bigs and Littles **spend four hours a month together** doing no cost or low cost activities. BBBS staff have regular contact to ensure the safety and success of the relationship. Activities include riding bikes, playing sports, or doing a craft.

PROOF IN NUMBERS

By helping children develop supportive relationships with positive role models, we make a **direct and lasting impact** on their lives.

SOCIAL & LIFE SKILLS



93% of Littles believe they can say no to drugs, violence and skipping school

EDUCATIONAL IMPROVEMENT



91% of Littles have better grades, academic goals and confidence

FUTURE SUCCESS



83% of Littles plan to graduate high school and college

STEP 2

Get to know some
of our Bigs and Littles

MATCH SPOTLIGHT

Big Sister Terri and Little Sister Mattison



>> Matched in 2015 when Mattison was 7 years old

Growing up as an only child in a single-parent household, Mattison was extremely shy and had struggled with a lot of anxiety, especially whenever she wasn't right by her mom's side. With a lot of patience and perseverance, Terri was able to gently encourage Mattison to overcome some of her fears and anxieties.

"She was patient with me, knowing that I was worried about everything. 4.5 years later, we have become good friends and I no longer worry like I once did." –Little Sister Mattison

The pair have done many fun activities over the years including going to a play, reading at the library, making jewelry, and even teaching Mattison to ride a bike!

MATCH SPOTLIGHT

Big Brother James and Little Brother Daylen

>> Matched in 2018 when Daylen was 14 years old

As a single mother of three with Daylen being the only male in the house, his mom felt it was crucial for him to have a positive male role model to spend time with, especially since his father is not in his life.

"There's true comfort in knowing your Big is there for you whenever you need them. James and I push each other to our limits and break down our boundaries together. Bigs are extremely influential and the lessons we learn from them mold us in ways we don't realize until we see our growth." –Little Brother Daylen

James is excited to be right by Daylen's side to witness the incredible things he'll undoubtedly accomplish in his life.



ANNUAL IMPACT SPONSOR

STEP 3

Select your level of Annual Impact Sponsorship

SUPPORTING MATCHES

What your gift provides for our 200+ Big and Little Matches

\$500

Covers the cost of admission for 20 matches to have a fun outing playing mini golf

\$1,500

Total cost to match one child and support that match for one year (recruiting, interviewing, trainings, monthly support, etc.)

\$2,500

Provides 100 background checks for new Bigs to ensure the safety of our Littles

\$5,000

Recruits 20 new Bigs (marketing, recruitment, events, campaigns)

\$10,000

Fosters the growth of 20+ Littles (ongoing personalized support for children, families, and volunteers)

RECOGNITION

Corporate Sponsorship Page on BBBS Website
Reach: 2,000+

Social Media Match Spotlight Sponsor
Reach: 1,400+

Big Ticket to Ride Mercedes-Benz Car Raffle Sponsorship

Invitation to Annual Donor Thank You Event
Networking Opportunity

Donor Spotlight on BBBS Website and Social Media
Reach: 3,400+

Recognized in all BBBS Non-Event E-blasts
Reach: 5,000+

Company Name

1 post every 6 months
(2 total posts)

Digital Ad During Drawing
Reach: 1,400+

Company Logo and Hyperlink

1 post per quarter
(4 total posts)

Digital Ad During Drawing
Reach: 1,400+



Company Logo and Hyperlink

1 post every other month
(6 total posts)

Digital Ad During Drawing, Company Name on Website
Reach: 3,400+



Company Name and Hyperlink

Company Logo and Hyperlink

1 post every 6 weeks
(8 total posts)

30 sec. Sponsor Message and Digital Ad During Drawing, Logo on Website and E-blasts
Reach: 7,500+



Company Logo and Hyperlink

Company Logo and Hyperlink

1 post per month
(12 total posts)

1 min. Sponsor Message and Digital Ad During Drawing, Logo on Website, E-blasts, Tickets, Direct Mail, Digital Billboard
Reach: 17,000+



Company Logo and Hyperlink

CAR RAFFLE FUNDRAISER

STEP 4

Learn more about the exposure you'll receive from our Car Raffle

BIG TICKET TO RIDE



Mercedes-Benz Car Raffle and Night of Celebration

Big Ticket to Ride is the premier fundraising event for our agency. Running for more than 20 years, this car raffle is our largest source of event-based fundraising that has nearly 1,000 unique ticket purchasers from all over our service area each year.

AUDIENCE

900+ BBBS supporters, local business owners, community members, Mercedes-Benz owners

HIGHLIGHTS

- >> Only 1,500 raffle tickets will be sold and tickets are \$100 each
- >> Night of Celebration (pending due to COVID-19 safety considerations) is held in the Mercedes-Benz showroom and features live music, raffle baskets, drinks, a "Taste of Atlantic County" from favorite local restaurants, and the car raffle ticket drawing
- >> Three (3) **mailings** sent throughout the fundraiser // **REACH: 8,000+**
- >> **100 digital billboards** along the AC Boardwalk running during peak tourist season
- >> Approximately ten (10) **e-blasts** sent from BBBS, the Cape May County Chamber, and the South Jersey Section of the Mercedes-Benz Club of America // **REACH: 5,000+**
- >> Drawing will be **live-streamed** on social media // **REACH: 1,400+**

TIMING

October 2021

TOTAL ESTIMATED IMPRESSIONS: 17,000+



ANNUAL IMPACT SPONSORSHIP FORM



CONTACT INFO

Company Name _____
Contact Name _____
Phone Number _____ Email _____

SPONSORSHIP LEVEL

☐ \$500 ☐ \$1,500 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

PAYMENT METHOD

☐ Check Enclosed (*Please make checks payable to Big Brothers Big Sisters*)

☐ Credit Card (Circle One): Visa MasterCard Discover American Express
Credit Card Number _____
Exp. _____ / _____ CVV _____

BILLING ADDRESS

Address Line 1 _____
Address Line 2 _____
City _____ State _____ Zip Code _____

Return completed sponsorship forms to: Big Brothers Big Sisters, 450 Tilton Rd., Suite 214, Northfield, NJ 08225

To ensure appropriate recognition, please send your ad information and/or logo in an EPS or High Resolution JPG file to Emily Dellinger at edellinger@bbbsatlanticcape.org.