



Big Brothers
Big Sisters
OF OXFORD COUNTY

SPONSORSHIP PROPOSAL PACKAGE 2022



WE ARE AN INVESTMENT YOU CAN TRUST

Whether you invest in one or more of our fundraising events, directly support a program or make a major gift, you can be sure that your dollars will stay in Oxford County.

Big Brothers Big Sisters of Oxford County has over 50 years of experience in creating and empowering life-changing relationships for children and youth who face adversity. Throughout the years, our free services have evolved to meet the changing needs of youth, families and our volunteers. Most recently, the global pandemic has amplified the critical need for our mentoring programs, increasing the necessity to stay connected and to continue reaching children and families who are particularly vulnerable.

In 2019, the agency rebranded and refocused developing a new Theory of Change that put us on a track to be more intentional with our mentoring relationships and solidifying our impact with measurable outcomes. Young

people graduate our programs with measurable outcomes in social emotional competence, mental health and well-being and educational engagement and employment readiness.

Our mentoring services are evidence-based and grounded in the newest child development research. Our programs are also grounded in intentional, purposeful relationship building with youth. Mentoring is an intervention that re-maps brain architecture, a process which sets the child up for a lifetime of resilience, positive social interaction, and academic and career success.

Big Brothers Big Sisters of Oxford County provides hundreds of these connections and opportunities each year at no cost to families.



SUPPORT MADE EASY

The agency wants to make things as easy as possible for you, when you choose our agency to support.

There are many ways that you can get involved; individual events, multiple events, program sponsorship, general donation and third-party fundraising.

EVENT SPONSORSHIP

Event sponsorship is a great way to support the agency, enjoy an event and have your business promoted. Whether you want to focus on one event, or support multiple events, we can find something that will work for you and your budget. Every event offers varying levels of sponsorship opportunities including the benefits that come with your support. Individual events can be found by [clicking here](#).

PROGRAM SPONSORSHIP

Are you interested in your support going directly to a specific program? Whether in dollars or employee time, your support of specific programs can make an incredible impact! [Click here for information on programs](#) and [click here for information for employer sponsored volunteering](#).

GENERAL DONATIONS & DONATION OF SECURITIES

Would you prefer to make a donation and receive a tax receipt? A donation may be what you are looking for! When you donate you can choose if you want your dollars to go to the agency to put where it is needed or you can donate specifically to a program. [Click here for more information](#).

THIRD PARTY FUNDRAISING

Interested in raising funds for the agency with your co-workers, friends or families. We can provide you support to organize an event that makes sense for you! BBQ, bake sale, dress down days, silly hat days - the sky is the limit!



PLAY FOR KIDS' SAKE

A family friendly event that takes place in February each year! Join hundreds of Oxford County residents in taking a break and having some fun. While this event has primarily been bowling and curling in the past, we are always looking to expand available activities for teams to participate in! During the pandemic we were able to offer virtual adventures in an Escape Room and Murder Mystery game, both of which were popular choices.

PRESENTING PARTNER: \$5,000

- Exclusive event naming rights for one (1) year (i.e. ABC's Play For Kids Sake)
- Company logo featured on all printed promotional materials, all pledge forms and radio/television mentions
- Company name and logo featured on 3'x5' banner at all events
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity to participate in one (1) to three (3) activities

EVENT PARTNER: \$1,000

- Company logo featured on all printed promotional materials
- Company name and logo featured on 2'x3' banner at all events
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity for one (1) team to participate in one (1) activity

PLATINUM PARTNER: \$500

- Company name and logo featured on 2'x3' banner at all events
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms

GOLD PARTNER: \$300

- Company name (no logo) featured on 2'x3' banner at all events
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms



TRIVIA NITE

A sell out event every March, our Trivia Nite is one of our most popular! 30 teams of 6-8 people fill the hall to compete to win and get engraved on the coveted Trivia Nite Trophy! 10 rounds of 10 questions.



GENIUS PARTNER: \$2,000

- Company logo featured on all printed promotional materials
- Company name mentioned by the Quiz Master throughout the event
- Company logo featured on all Question Round Title Slides
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity for one (1) team, (up to 8 people) to participate in event

QUIZ PARTNER: \$1,000

- Company logo featured on all Question Round Title Slides
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Opportunity for one (1) team, (up to 8 people) to participate in event

TABLE PARTNER: \$200

- Company name and logo displayed on a team table during the event
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms



RALLY FOR RESTAURANTS

Developed during the pandemic, Rally for Restaurants provides much needed financial support to Big Brothers Big Sisters programs as well as supporting area restaurants. Be a part of this community building events that sells coupon books with savings for many local restaurants, coffee shops and food service businesses. Currently the agency sells between 300 and 400 booklets each year.

PRESENTING PARTNER: \$2,500

- Recognition as Presenting Partner on all printed and/or digital promotional materials and radio/television mentions
- Company logo and link on agency website for one (1) full year
- Individual video recognition on all social media platforms with company website link
- Full page for company name and logo in coupon book
- Four (4) free coupon books

EVENT PARTNER: \$1,000

- Company logo and link on agency website for one (1) full year
- Recognition and spotlight post on our social media platforms
- Half page for company name and logo in coupon book
- Three (3) free coupon books

BOOKLET PARTNER: \$500

- Company logo and link on agency website for one (1) full year
- Recognition post on our social media platforms
- Quarter page for company name and logo in coupon book
- Two (2) free coupon books

COUPON PARTNER: \$250

- Company logo and link on agency website for one (1) full year
- Company name on Bronze Sponsors page
- One (1) Booklet



BIG CAR SHOW KIDSTOCK

During Big Brothers Big Sisters month, the agency holds a Big Car Show, attracting hundreds of car enthusiasts and spectators. With great music, draws, activities for the kids, engine blow up and grab bags, there is something for everyone!

PRESENTING PARTNER: \$2,000

- Logo featured on all printed promotional materials and radio/television mentions as title sponsor
- Company logo and website link on agency website for one (1) full year
- Recognition on all social media platforms
- Promotional items can be placed in grab bags.

EVENT PARTNER: \$1,000

- Company logo in the sponsor section of the poster
- Recognition on all social media platforms

DRAW PARTNER: \$200

- Company name and logo will be included on tickets and in advertisement of the draw
- Can choose draw prize to donate or can allow agency to choose.

GRAB BAG PARTNER

- Donate 100-150 items for grab bags
- Include business cards/business information with the items
- Included on a sign at registrations giving thanks to grab bag donors.



BIG NIGHT OUT CHARITY BALL

A popular event for a night out on the town for couples, work colleagues and friends. Enjoy dinner, dance and silent auction all while supporting the young people in Oxford County

PRESENTING PARTNER: \$10,000

- Recognition as primary sponsor in all media ads (radio and print)
- Company name and logo displayed in front entrance to hall.
- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Full page advertisement in charity ball program
- Sixteen (16) tickets to charity ball with two round specially decorated tables

EVENT PARTNER: \$5,000

- Company name and logo displayed in front entrance to hall.
- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Half page advertisement in charity ball program
- Eight (8) tickets to charity ball with one round specially decorated table

PLATINUM PARTNER: \$2,500

- Company name and logo displayed in front entrance to hall.
- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Third page advertisement in charity ball program
- Eight (8) tickets to charity ball with one round specially decorated table

GOLD PARTNER: \$1,000

- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company logo displayed on overhead screen throughout the evening (duration determined by level of sponsorship)
- Company logo (and/or name) displayed on 2'x5' banner in the banquet hall
- Quarter page advertisement in charity ball program
- Eight (8) tickets to charity ball with one round specially decorated table

SILVER PARTNER: \$500

- Company logo and website link on our agency website for one (1) full year and recognition on our social media platforms.
- Company Name listed in program



BBBS PROGRAM SUPPORT

Big Brothers Big Sisters supports hundreds of young people who face adversity, each year, through mentoring programs that provide measurable outcomes. These outcomes are in areas like: relationship skills; social awareness; responsible decision making; mental wellness; school connectedness; commitment to learning and much more. These programs are provided at NO COST to the families and are all supported by professional caseworkers. If any of the following programs fit your personal or professional social mandate, you can direct your donation/sponsorship directly to your program(s) of choice.

TRADITIONAL MATCHES BIG BROTHERS | BIG SISTERS

These are the founding programs of BBBS. Matching a young person one on one with a mentor. Spending time together once weekly (2-4 hours) for a minimum of one year.

NON-TRADITIONAL MATCHES COUPLES MATCH | FAMILY MATCH

These programs are run the same way as traditional matches, but they match couples and families with a young person. Provide an opportunity for matches to see a positive and likely different dynamic than their family.

PRISM PROGRAM PRIDE | RESPECT | IDENTITY | SAFETY | MENTORING

Focusing on Oxford County's 2SLGBTQ+ community, the program creates one on one mentoring and group relationships to build connections and combat feelings of isolation.

IN SCHOOL MENTORING SCHOOL BASED (OR VIRTUAL)

Matching an elementary aged child with an adult mentor who meet during the school day on school property (or virtually).

GO GIRLS/GAME ON SITE BASED GROUP PROGRAMS

These programs are designed for young people between 11 and 14 years old. It focuses on healthy and active living as well as self-esteem and breaking down stereotypes.

SOAR (SOCIAL OPPORTUNITIES ACTIVITIES RELATIONSHIPS) GROUP WAITLIST FOCUSED

This group program is designed to provide group mentoring experiences to those young people who are waiting for a one on one match. Groups take part in activities throughout the community. Some examples are horseback riding, skating, photography, golf, movies, tours, etc.

VIRTUAL MATCHES WAITLIST FOCUSED

Developed during the pandemic, to reach and support young people who weren't already matched. Provides weekly connection 100% virtually

LITERACY PROGRAM SITE BASED

This program is a group that provides children and youth in Grades 2-8 in elementary school with a friend and role model to assist students with their academic skills and self-esteem. Matches meet during the school year at their local library branch or agency office to improve their skills.



EMPLOYER SUPPORTED VOLUNTEERING

An incredible way to support Big Brothers Big Sisters, and the young people we serve is to start a volunteering incentive program at your business. You can provide them with an hour off during the week to mentor a child, or provide other incentives to encourage your staff to volunteer on their own time. The benefits are many for young people in the community who are in need of a consistent and supportive mentor, but there is significant benefits to businesses and employees as well.

BENEFITS TO THE COMPANY

- Increases business profile and public image in the media/community
- Increases the skill base for employees who volunteer
- Increases community and social awareness/commitment of employees
- Increases employee morale and loyalty
- Increases customer base and support
- Provides networking opportunities with community/customers
- Provides team building across business
- Helps with recruiting and retaining quality employees

BENEFITS TO THE EMPLOYEE

- Creates opportunity for engagement in community where they live
- Offers alternative opportunities to demonstrate their leadership capabilities
- Provides an opportunity for recognition outside the work function
- Builds skills and enhances leadership and personal development
- Feels rewarding and gratifying
- Makes employees feel better about where they work
- Provides networking and team building opportunities



DONATE MONEY OR SECURITIES

As a registered charity, when you make a general donation, you can receive a tax receipt, which can be very beneficial when tax season arrives. All money donated stays in Oxford County and goes directly to supporting our mentoring programs to ensure they are safe, goal oriented, free and beneficial for young people.

GENERAL DONATIONS



You can rest assured that when you donate money to the agency, that young people who are facing adversity are getting the support that they need to realize their full potential, despite what life has thrown at them. Whether you want to drop a cheque at the office or make your donation online, we will do our best to make the process quick and easy for you. There are two types of donations that can provide the agency with support:

1. **One Time Donations:** You can choose to make a one time donation at any time and any interval you like. Do you want to donate once or twice a year? This is a great option!
2. **Monthly Donations:** This is a great option for ongoing support, budgeting and commitment to the agency. Monthly donors provide the agency with consistent funding, allow you to spread donations out through the year and can be set up so you don't have to worry about remembering to donate!

DONATIONS OF INVESTMENTS/SECURITIES

If you have shares/stocks or mutual funds which you have owned for a while (these are held outside of your RRSP, RRIF or Tax Free Savings Account), you paid \$25,000 for these investments, and they've grown in value to \$50,000. If you've decided to make a large donation of \$50,000 to a charity (like Big Brothers Big Sisters), you now have two options. One, you can sell the investments and give the cash to the charity (doing so will trigger capital gain, which will result in tax payable). Your second choice is to give the investments directly to the charity. That means transferring the actual investment from your name to theirs, without physically selling it. Here's the benefit: when investments are transferred directly to a charity, there is NO capital gain triggered, so there is NO tax payable! Under both scenarios, you will receive a tax receipt for the full value of the donation (in both cases being \$50,000); however, more is kept in your pocket by avoiding the capital gain under option two.



Talk to your financial or tax advisor on how this could work for you! Contact the agency if you're interested in this type of donation.

PLAN A THIRD PARTY FUNDRAISER

Planning a Third Party Fundraiser is an easy way to make an impact on the children and youth in your community. It can be as easy as coordinating a dress down day at the office, organizing a company barbeque or hosting a kickback event. Have fun with it! There is no limit to creativity when brainstorming ideas for your fundraiser but here are some ideas to get you started!



Host a car wash or car show!



Have a garage/yard sale!



Host a BBQ or giving party with friends



Host a bake sale!

Your fundraiser is what you make it, so have some fun! Here are some steps to assist you in coordinating and planning your fundraiser:

1. Choose your fundraising idea
2. Pick a date and time to run your fundraiser.
3. [Complete an application form by clicking here.](#)
4. Plan and promote your fundraiser
5. Run your fundraiser and have FUN!



CONFIRM YOUR SUPPORT

You are making it possible for us to continue to offering program that offer life-changing mentoring relationships at no cost to our families. You are choosing to invest in the future of our community and the competence, well-being, and engagement of our future leaders.

Whether you choose to support a program directly, sponsor an event, volunteer or allow your employees to volunteer on company time, you are creating positive change in Oxford County.

We've done our best to make supporting our agency as easy as possible! If you are ready to confirm your support of Big Brothers Big Sisters, you can easily complete our online form found [here](#), and someone will connect to confirm all your details and recognition information.

If you still have questions or wondering about customizing support further, please reach out to the agency by calling 519-537-6404 or emailing our Executive Director, [Kristen Ralph](#) or Resource Development Manager, [Liz Wismer-Van Meer](#).



Thank
you

