

RAPPEL — FOR A — REASON

2018 Sponsorship Packet

VIP/Media Day/Launch Party
FRIDAY, OCTOBER 5, 2018

Rappel Day/Landing Celebration
SATURDAY, OCTOBER 6, 2018

Venue
**1000 SW BROADWAY
PORTLAND, OREGON**

In support of



In partnership with



Hosted by





Big Brothers Big Sisters is going to the top - the top of 1000 SW Broadway in downtown Portland, that is! Over seventy amazing local heroes will take our fundraising to new heights by raising at least \$1,500 per person to go over the edge and rappel down 24 stories, right down to SW Broadway. These supporters will be raising money and awareness amongst their networks of friends and family to help us match more youth in our program with adult mentors. This is a huge endeavor for us and we want you on board!

Why \$1,500?

You might notice that we do things in increments of \$1,500. That amount is very significant to Big Brothers Big Sisters. It is the amount of money that it takes to match one Big and Little. That \$1,500 covers all of the intake costs and support for the first year of a match. Every \$1,500 that we raise means one more child has access to the life changing experience of a caring adult mentorship.

ARE YOU READY TO GO OVER THE EDGE WITH US?

**BECOME A SPONSOR TODAY.
WE CAN CUSTOMIZE ADDITIONAL
SPONSORSHIPS JUST FOR YOU.**

Contact Cynthia Thompson, Chief Development Officer
Phone 971.302.2148
Email Cynthia.Thompson@bbbsnorthwest.org



facebook.com/bbbsnorthwest/



twitter.com/bbbsnorthwest



instagram.com/bbbsnw



Big Brothers Big Sisters Columbia Northwest



youtube.com/TheBBBSNorthwest



vimeo.com/itsbigtime

TOP 5 REASONS TO SPONSOR RAPPEL FOR A REASON

1. Because your company wants to make an extreme impact in the community.
2. Because your employees would jump at the chance to make a difference and go over the edge.
3. Because all children deserve consistent and caring adults in their lives.
4. Because Big Brothers Big Sisters has a waiting list of 500 kids ready to embark on new adventures with future Bigs.
5. Because you really don't need a reason to have this much fun!



Presenting Sponsor

\$18,000

Branding-Benefits

- You will receive exclusive Presenting Sponsor rights and prominent branding for the event and your sponsorship will read "Rappel for a Reason presented by Your Company Name" on all promotional materials, including but not limited to:

- Event registration website
- Big Brothers Big Sisters website
- Digital advertisements
- E-blasts
- Social media posts
- Postcards, flyers and press releases.

- Listed as Presenting Sponsor on all press releases and media alerts. A representative from your company will be invited to participate in all media promotion opportunities.
- Your logo will be featured on the back of the participant t-shirt and on the helmets.
- Your logo will be featured on all signage for the Media/VIP day and Main Event day.

Event Day Benefits

- One (1) rappel slot on Media/VIP Day on Friday October 5 and three (3) rappel slots for your employees on Saturday October 6.
- Significant participation during the event including:
 - Complimentary announcements by the company
 - Logo placement on the photo opportunities at the rappelling staging area
 - Product placement in Edger swag bags and/or sponsor tabling opportunity.
- Five (5) tickets to the VIP Launch Party on Friday night October 5 and complimentary admission to the After Party on Saturday October 6.
- Speaking opportunity for company representative at the VIP Launch Party on October 5.

THE BIG PICTURE BENEFIT

**HELPING TO GET TWELVE KIDS OFF THE WAITING LIST
AND MATCHED WITH AN ADULT MENTOR!**



Landing Zone Sponsor

\$12,000

Branding-Benefits

- You will receive prominent recognition as the exclusive "Rappel for a Reason Landing Zone Sponsor" with your company logo displayed in the landing area for the rappellers. This is the area that is most visible to the public and will be the featured photography zone for the participants.
- Logo inclusion on event registration / donation websites: Your logo will be featured on the event website, on the BBBS website and on the Facebook event page for seven months from April through October 2018.
- Unique social media posts throughout the seven-month campaign highlighting your company as the exclusive Landing Zone Sponsor.
- Your logo will be included on the back of the participant t-shirt.

Event Day Benefits

- Three (3) rappel slots for your employees on Saturday October 6.
- Significant recognition during the event including verbal announcements by the Emcee, logo placement on the landing zone area and product placement in Edger swag bags and/or sponsor tabling opportunity.
- Four (4) tickets to the VIP Launch Party on Friday night October 5 and complimentary admission to the After Party on Saturday, October 6.

THE BIG PICTURE BENEFIT

**HELPING TO GET EIGHT KIDS OFF THE WAITING LIST
AND MATCHED WITH AN ADULT MENTOR!**



Rope Sponsors

(2 available)

\$6,000

Branding-Benefits

- You will receive recognition and naming rights as one of only two "Rappel for a Reason Rope Sponsors" with your company logo displayed in the rappelling area and verbally mentioned throughout the day by the Emcee as participants rappel down the "Your Company Name Rope".
- Logo inclusion on event registration / donation websites: Your logo will be featured on the event website, on the BBBS website and on the Facebook event page for seven months from April through October 2018.
- Unique social media posts throughout the seven-month campaign highlighting your company as one of the two Rope Sponsors.

Event Day Benefits

- Two (2) rappel slots for your employees on Saturday, October 6.
- Significant recognition during the event including verbal announcements by the Emcee, logo placement in the rappelling area and product placement in Edger swag bags and/or sponsor tabling opportunity.
- Three (3) tickets to the VIP Launch Party on Friday night October 5 and complimentary admission to the After Party on Saturday October 6.

THE BIG PICTURE BENEFIT

**HELPING TO GET FOUR KIDS OFF THE WAITING LIST
AND MATCHED WITH AN ADULT MENTOR!**



Match Sponsors

(500 kids on waiting list – many available)

\$1,500

Branding-Benefits

- The best reason to sponsor this event is the chance to change the life of a child facing adversity and match them with an adult mentor. For \$1,500, your company can sponsor Rappel for a Reason and underwrite the annual cost for one child & one adult mentor in the Big Brothers Big Sisters program.
- Logo inclusion on Rappel for a Reason event registration / donation websites: Your logo will be featured on the event website for seven months from April through October 2018 as a Match Sponsor.
- Unique social media posts throughout the seven-month campaign highlighting your company as a Match Sponsor.

Event Day Benefits

- You will receive recognition as a "Rappel for a Reason Match Sponsor" with your company logo displayed on the group signage at the After Party on Saturday, October 6.
- Significant recognition during the event including verbal announcements by the Emcee, logo placement in the rappelling area and product placement in Edger swag bags and/or sponsor tabling opportunity.
- Product placement in Edger swag bags and/or sponsor tabling opportunity.
- Two (2) tickets to the VIP Launch Party on Friday night October 5 and complimentary admission to the After Party on Saturday October 6.

THE BIG PICTURE BENEFIT

**HELPING TO GET ONE KID OFF THE WAITING LIST
AND MATCHED WITH AN ADULT MENTOR!**

Sponsorship Agreement

SPONSORSHIP LEVEL

___ **Presenting Sponsor (\$18,000)** - Match 12 kids with a Big Brother or Big Sister!

___ **Landing Zone Sponsor (\$12,000)** - Get 8 kids off the waiting list!

___ **Rope Sponsor (\$6,000)** - Give 4 kids a meaningful relationship with an adult!

___ **Match Sponsor (\$1,500)** - Change the life forever of one child in your community!

COMPANY INFORMATION

Contact Name: _____

Company: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT OPTIONS

___ Check enclosed, payable to Big Brothers Big Sisters Columbia Northwest.

___ Please send us an invoice.



RAPPEL **— FOR A —** **REASON** **2018**

Creative Sponsor



HERENOW
creative network