



2025 Sponsorship Packet

VIP/Media Day

Friday, June 20th

Rappel Day

Saturday, June 21st

Venue

**Hyatt Regency Portland at
the Oregon Convention Center**

Did you know that youth are living in a loneliness epidemic?

According to the U.S. Surgeon General:

- **Americans aged 7-22** experienced higher rates of loneliness than any other generation
- **Young people aged 15-24** have had 70% less social interaction with their friends compared to 20 years ago.

So, let's do something about it — together

You and your company can support this one-of-a-kind event that raises funds, awareness, and community spirit for youth in need and their families!

- **95%** of Littles graduate high school (compared to 81% of Oregon students overall)
- **88%** show improved emotional regulation
- **98%** avoid risky behaviors such as drug use, alcohol, or violence
- **BBBS Littles earn 15% more** over their lifetime than similar youth without a mentor

Sponsorship Levels Snapshot:

Presenting Sponsor: **\$25,000** (Exclusive)

Landing Zone Sponsor: **\$10,000** (Two available)

Rope Sponsor: **\$5,000** (Two available)

Match Sponsor: **\$3,000** (Unlimited)

All sponsorships are customizable.

Help put an end to the loneliness epidemic.

Your sponsorship is an investment in young people, the community, and our shared future.

Contact:

Katie MacDonald | Corporate Relations Manager
katie.macdonald@bbbsnorthwest.org
559.765.6106



Presenting Sponsor: \$25,000

Branding Benefits:

- **You will receive exclusive Presenting Sponsor rights and prominent branding for the event.**
- 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.
- Media representation — a representative from your company, and only your company, will be invited to participate in all media promotion opportunities.
- Your logo will be featured on the back of participant t-shirts.
- Your logo will be featured on all signage for the Media/VIP Day (Friday, June 20) and the Main Event Day (Saturday, June 21).

Day-Of Event Benefits:

- One (1) rappel spot on Media/VIP Day and three (3) rappel slots for your employees on the Main Event Day, valued at \$6,000 in total.
- Significant recognition during the event, including verbal announcements by the emcee, logo placement at the landing zone photo booth, and product placement in swag bags and/or sponsor tabling opportunity.
- Speaking opportunity during the event, and/or the VIP Launch Party



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Landing Zone Sponsor: \$10,000

Branding Benefits:

- You will receive prominent recognition as a “Rappel for a Reason Landing Zone Sponsor” (one of only two) with your company logo displayed in the rappeler landing area. This is the most visible space 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 and BBBS website. You will also receive representation on e-blasts and unique social media posts throughout the campaign that will highlight your company as one of two Landing Zone Sponsors.
- Your logo will be included on the back of participant t-shirts.

Day-Of Event Benefits:

- Three (3) rappel slots for your employees on Saturday, June 21, valued at \$4,500 total.
- Significant recognition during the event, including verbal announcements by the emcee, logo placement on the landing zone area, product placement in swag bags, and/ or sponsor tabling opportunity.



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Rope Sponsor: \$5,000

Branding Benefits:

- You will receive recognition and naming rights as a “Rappel for a Reason Rope Sponsor” (also one of only two) 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 and the BBBS website.
- Unique social media posts throughout the campaign highlighting your company as one of the two Rope Sponsors.

Day-Of Event Benefits:

- Two (2) rappel slots for your employees on Saturday, June 21, valued at \$3,000
- Significant recognition during the event, including verbal announcements by the emcee, logo placement on the landing zone area, product placement in swag bags, and/or sponsor tabling opportunity.



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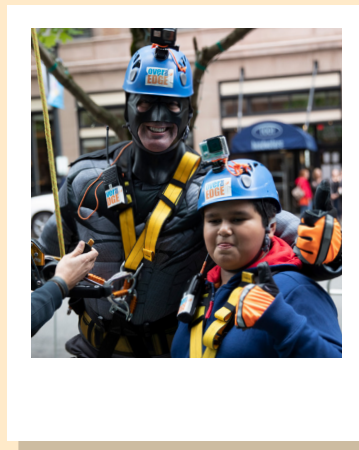
Match Sponsor: \$3,000

Branding Benefits:

- Sponsoring this event will change the life of a child facing adversity and match them with an adult mentor to create lifelong memories together.
- For \$3,000, your company will underwrite the cost for one Big and Little to go over the edge, together!
- Logo inclusion on event registration/donation websites: Your logo will be featured on the event website and the BBBS website.

Day-Of Event Benefits:

- You will receive recognition as a “Rappel for a Reason Match Sponsor” with your company logo displayed on the group signage.
- Significant recognition during the event, including verbal announcements by the emcee, logo placement in the rappelling area, and product placement in swag bags and/or sponsor tabling opportunity, only if higher level sponsors have chosen not to table.



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