



Big Brothers Big Sisters of the Bay Area



Corporate Sponsorship Opportunities

at-a-glance

Overview

Big Brothers Big Sisters is one of the oldest, most respected youth-serving organizations in the country and has been changing kids' lives for over 100 years. Our mission is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change kids' lives for the better, forever. Founded in the San Francisco Bay Area in 1958, Big Brothers Big Sisters of the Bay Area has matched more than 11,000 local boys and girls with caring mentors. We provide the only year-round mentoring program for youth ages 6-18 in five counties. Our unique one-to-one mentorship approach has been shown to dramatically improve children's confidence and school performance, and decrease their use of drugs, alcohol, tobacco and violence.

About Our Littles

Children Served by County

Alameda	22%
Contra Costa	7%
San Francisco	29%
Santa Clara	31%
San Mateo	11%

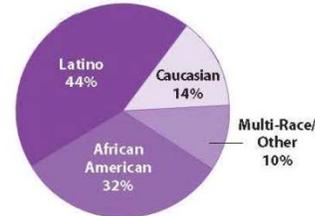
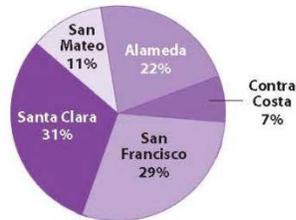
Children Served by Ethnicity

African American	32%
Latino	44%
Caucasian	14%
Multi-Race/Other	10%

85% live in low-income households

90% live with single parents

56% are boys; 44% are girls



Big Brothers Big Sisters of the Bay Area serves over 1,000 children a year across nine counties: San Francisco, San Mateo, Alameda, Contra Costa, Santa Clara, Marin, Sonoma, Napa and Solano. The vast majority are children of color from low-income families being raised by a single parent, foster parent or grandparent. One in every five of our youth has at least one parent currently incarcerated. We serve children from ages 6 to 18, and our mentoring relationships last an average of 3 years or more.

Our Mission & Impact

Our mission is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change their lives for the better, forever. In the low-income families we serve, parents/caregivers are often torn between being an active presence in their child's life and being the sole provider for their family. As a result, these kids end up lacking positive adult role models and are often at a higher risk for being drawn into gang activity, substance abuse and crime which is often prevalent in low income areas. We help change that.

Mentoring has been shown by multiple studies to serve as a uniquely effective strategy to support youth's path to adulthood. Research has shown that children mentored by Big Brothers Big Sisters:

- Are more engaged in school;
- Are less likely to use drugs or alcohol, or to act violently;
- Have fewer depressive symptoms; and
- Have greater confidence, and improved relationships with their peers, parents, and teachers.

A Big Brother or Big Sister can develop a deep understanding of the child's and family's needs and a long-lasting positive relationship, connect families with opportunities, and often provide vital adult guidance, resources and transportation.

Event Sponsorships

We offer opportunities to sponsor the following events throughout the year. Sponsorship levels for each event range from \$1,500 to \$20,000 and come with visibility and guest benefits. Contact us for details on specific events.

Bowl For Kids' Sake | October 2018 (4 event series) A favorite tradition that brings people of all ages together for a few hours of old-fashioned bowling fun. Events held in San Francisco (10.5), East Bay (10.13, Albany), South Bay (10.21, San Jose) and North Bay (10.28, San Rafael). A great chance for families, friends, corporate teams and clubs to do some good together while having a ball. *(Sponsorships \$750 to \$10K)*

Rock For Kids' Sake | Saturday, November 10, 2018 A private concert to benefit our kids at a venue like no other, Terrapin Crossroads. Part music venue, part restaurant, part community playground, Terrapin Crossroads is the passion project of former Grateful Dead bassist Phil Lesh, and an incomparable place for a live musical performance by the Unauthorized Rolling Stones in an intimate setting, with cocktails, hors d'oeuvres, dancing, and a live auction. *(Sponsorships \$1K to \$10K)*

The BIG Event - Annual Gala & "Bids For Kids" After-Party | Fri, April 26, 2019 A formal evening with 400+ business leaders and philanthropists at the San Francisco Fairmont atop Nob Hill, featuring a 3-course gourmet meal and live auction. For those who haven't had enough fun yet, this year's Gala will be followed by an epic after-party thrown by our Junior Board of young professionals. *(Sponsorships \$5K to \$20K)*

Golf For Kids' Sake | June 2019 A day of golf with 200+ business leaders and philanthropists at one of the Bay Area's premier golf venues, The Course at Wente Vineyards in the East Bay. Many companies use this event for team-building and/or client hospitality. *(Sponsorships \$5K to \$20K)*

Casino Night | June 22, 2019 An unforgettable evening of glitz organized by our Junior Board and a favorite among young professionals. *(Sponsorships \$1K to \$10K)*

Match Events | August, December & Year-Round Feel-good events of the year, our Annual Summer Picnic (August) and Annual Holiday Party (December) bring our Bigs and Littles together for days of fun and community where our mission shines. In addition, companies regularly sponsor their own match activities such as days of fishing, rock wall climbing, Hour of Code, a college visit, or a baseball or basketball game viewed from corporate box seats. We're always open to ideas!

Mission Partner Sponsorship

For companies that would prefer to strike an annual partnership with visibility and benefits at events year-round, a Mission Partner Sponsorship offers the best value. All Mission Partners receive prominent recognition on our web site, monthly newsletter, annual report and social media, plus:

	Annual Gala	Golf For Kids' Sake	Rock For Kids' Sake	Bowl For Kids' Sake	Big/Little Events (2)	Casino Night	Other
Platinum \$40,000	Platinum Sponsor benefits and prominent branding at 8 events, plus year-round visibility						
	<ul style="list-style-type: none"> Table of 10 Two page spread ad in printed program 	<ul style="list-style-type: none"> Two Foursomes 	<ul style="list-style-type: none"> VIP table near stage for 6 guests 	<ul style="list-style-type: none"> Up to 25 participants at any of 4 events Ad in program Upgraded food & beverage 	<ul style="list-style-type: none"> Lead Sponsor of Annual Match Picnic and Holiday Party 	<ul style="list-style-type: none"> Entry for 10 guests 	<ul style="list-style-type: none"> Feature article in newsletter Media releases spotlighting your company's participation Ad space in monthly newsletter
Gold \$30,000	Gold Sponsor benefits and prominent branding at 7 events, plus year-round visibility						
	<ul style="list-style-type: none"> Table of 10 Full page ad in printed program 	<ul style="list-style-type: none"> One Foursome 	<ul style="list-style-type: none"> VIP table near stage for 6 guests 	<ul style="list-style-type: none"> Up to 15 participants Team shirts Ad in program Upgraded food & beverage 	<ul style="list-style-type: none"> Sponsor of Annual Match Picnic and Holiday Party 	<ul style="list-style-type: none"> Entry for 10 guests 	<ul style="list-style-type: none"> 3 media releases spotlighting your company's participation Ad space in monthly newsletter
Silver \$20,000	Silver Sponsor benefits and prominent branding at 6 events plus year-round visibility						
	<ul style="list-style-type: none"> 4 VIP Seats Full page ad in printed program 	<ul style="list-style-type: none"> One Foursome 	<ul style="list-style-type: none"> VIP table near stage for 6 guests 	<ul style="list-style-type: none"> Up to 10 participants Team shirts Ad in program Upgraded food & beverage 	<ul style="list-style-type: none"> Sponsor of Annual Match Picnic and Holiday Party 	<ul style="list-style-type: none"> Entry for 8 guests 	<ul style="list-style-type: none"> 2 media releases spotlighting your company's participation
Bronze \$10,000	Bronze Sponsor benefits and prominent branding at 5 events plus year-round visibility						
	<ul style="list-style-type: none"> 2 VIP Seats Full page ad in printed program 	<ul style="list-style-type: none"> Choose One Foursome at Golf Tournament OR VIP Table for 4 at Rock For Kids Sake 		<ul style="list-style-type: none"> Up to 5 participants Team shirts Swag Bags Upgraded food & beverage 	<ul style="list-style-type: none"> Sponsor of Annual Match Picnic and Holiday Party 	<ul style="list-style-type: none"> Entry for 4 guests 	<ul style="list-style-type: none"> 1 media release spotlighting your company's participation

Big Brothers Big Sisters of the Bay Area

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bbbsba.org

