

# 2017 Sponsorship Opportunities



Big Brothers Big Sisters  
of New York City

THE POWER TO CHANGE LIVES®

**RACE**.....**FOR**  
**THE**.....**KIDS**

PART OF THE

**nickelodeon**  
WORLDWIDE DAY  
**PLAY**

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September 16, 2017  
Prospect Park | Brooklyn



# ABOUT BIG BROTHERS BIG SISTERS OF NYC

- In existence for over 110 years, we are the **first** and NYC's **largest mentoring organization** and the national organization's **flagship agency**.
- We serve over 5,000 youth, ages 7 to 18, in all five NYC boroughs by matching them with a fully screened, caring adult role model 21 years or older.
- Nearly 100% of our youth are from low-income, minority households.
- 97% of our Littles are promoted to the next grade.
- 96% of our high school seniors graduated from high school.
- 94% of Littles who graduated from high school were accepted into College.







# EVENT SUMMARY



- The Race for the Kids is a 5K run/walk supporting Big Brothers Big Sisters of NYC and is one of Prospect Park's most exuberant outdoor events.
- In 2016, over 4,000 committed individuals participated in the Race.
- Registration for children 18 and under is FREE!
- A wide-range of celebrities and government officials have attended the event in the past, including:
  - NBA stars Jeremy Lin and Joe Harris
  - WNBA player Kym Hampton
  - Nickelodeon celebrities from The Haunted Hathaways and Instant Moms
  - Brooklyn Borough President Eric Adams
- Since its inception, the event has raised over \$7 million.





# NICKELODEON PARTNERSHIP

**nickelodeon**™



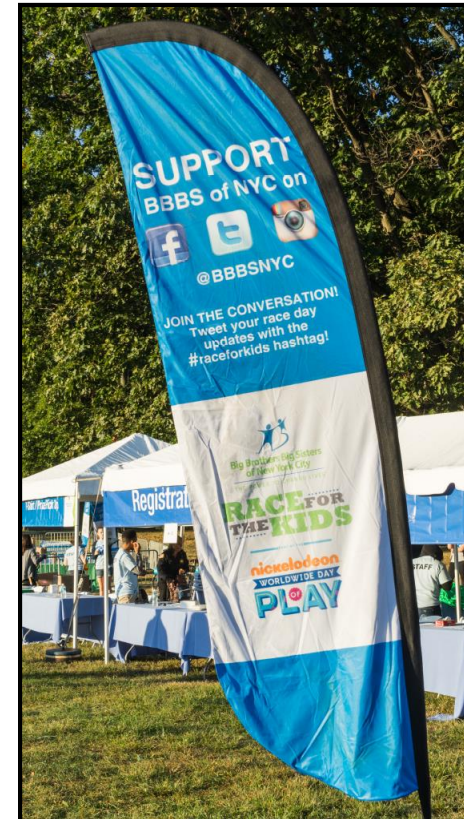
- Through a partnership with Nickelodeon, the day culminates with Worldwide Day of Play.
- Worldwide Day of Play is a day to get up, get out and get active! Children are encouraged to shut off their computers, tablets and TVs and go outdoors for some fun in the sun!
- Nickelodeon features over 20 activities in the park for toddlers to teens with partners including the NFL, NBA, CapriSun and Art of Stepping.
- Registered participants will have access to Nickelodeon activities along with lunch provided by Whole Foods.



# MARKETING REACH



- Exposure in a donated media package reaching 6M listeners/viewers worth more than \$200K
- Earned media worth over \$45K
- Visibility via 2,500 Race posters, brochures and marketing materials – distributed in all 5 boroughs and at over 30 Fortune 500 companies
- A presence on-site for consumer engagement and product messaging/sampling

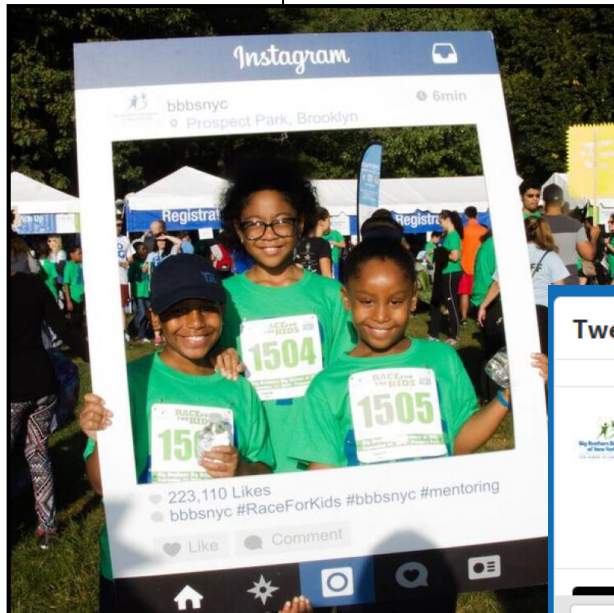




# DIGITAL / SOCIAL MEDIA REACH

The screenshot shows the website for the "Race For The Kids" event. The header includes navigation links: BBS, LITTLE & PARENTS, ALUMNI, CORPORATIONS, and DONATE NOW. Below the header, the event title "Race For The Kids" is prominently displayed. The main content area provides details about the 12th Annual BBS of NYC Race for the Kids, including the date (Saturday, September 17, 2016), time (8:45 AM), location (Prospect Park, Brooklyn), and contact information. It also lists the race schedule, sponsorship information, and a "REGISTER NOW!" button. A small photo of participants is visible on the right side of the page.

- Social media inclusion on all race-related communications across all platforms
- Blog outreach placement averages over 100 assets with 165K in weighed impressions
- Direct reach to more than 4,000 Race Day Participants
- Connection to over 2,000 weekly unique visitors via the Big Brothers Big Sisters of NYC website

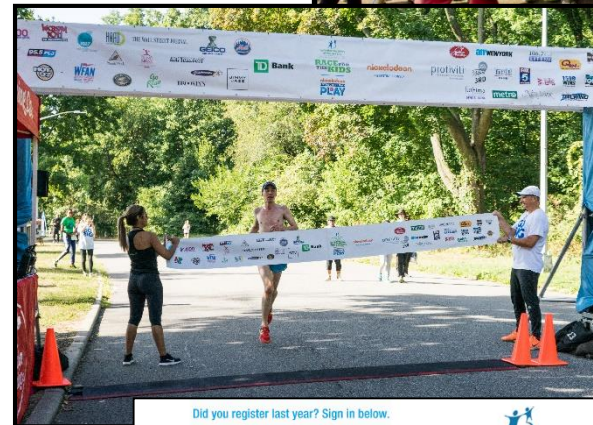


# PLATINUM SPONSORSHIP (\$50,000)



As a top sponsor for the Race, you will be provided with 100 complimentary Race entries along with the following benefits:

- Logo on:
  - Outdoor & print ads
  - Start Line Banner, Finish Line Banner & Tape
  - Hydration Station Banner located at the mile markers throughout the course
  - Race homepage
  - Posters & brochures
  - Official race t-shirts
  - Race day signage
- Mention in press release and media materials
- Booth at Sponsor Expo on Race Day
- Mention from the stage during race announcements and awards ceremony
- Race day team photo
- Designated team meeting area
- Opportunity to wear corporation's T-shirts, exposing brand to all race participants
- Access to Nickelodeon activities







# PREMIER SPONSORSHIP (\$25,000)

As an integral sponsor for the Race, you will be provided with 50 complimentary Race entries along with the following benefits:

- Logo on:
  - Hydration Station Banner located at the mile markers throughout the course
  - Race homepage
  - Official race t-shirts
  - Race day signage
- Mention in press release and media materials
- Name listing on brochures, outdoor & print ads
- Booth at Sponsor Expo on Race Day
- Mention from the stage during race announcements and awards ceremony
- Race day team photo
- Designated team meeting area
- Opportunity to wear corporation's T-shirts, exposing brand to all race participants
- Access to Nickelodeon activities





# SUPPORTING SPONSORSHIP (\$15,000)



As a sponsor for the Race, you will be provided with 30 complimentary Race entries along with the following benefits:

- Logo on:
  - Official race t-shirts
  - Race day signage
- Name listing on brochures, outdoor & print ads
- Booth at Sponsor Expo on Race Day
- Mention from the stage during race announcements and awards ceremony
- Designated team meeting area
- Opportunity to wear corporation's T-shirts, exposing brand to all race participants
- Access to Nickelodeon activities





# CORPORATE TEAMS

## ***Corporate Race Team Opportunity:***

*\$5,000 corporate sponsorship &  
\$5,000 team fundraising goal*

- Join colleagues for a day of community service and volunteerism
- Encourage employees, friends and family to represent your company at the race
- Funds raised will support mentoring programs for over 5,000 at-risk youth
- Benefits include:
  - Logo placement on official race T-shirts
  - Access to Nickelodeon activities
  - Opportunity to host a sampling station at the post-race activities
  - Team meeting area banner
  - Opportunity to wear corporation's T-shirts, exposing brand to all race participants





# PAST CORPORATE SUPPORTERS



BLACKROCK®

Bloomberg

Deloitte.



CREDIT SUISSE



GEICO®

JIMMY  
JAZZ

Deutsche Bank



McKinsey&Company

MetLife®



Goldman  
Sachs

The McGraw-Hill Companies

Morgan Stanley



Memorial Sloan-Kettering  
Cancer Center



nickelodeon™

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PVH

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Face the Future with Confidence



Bank

Willis



***Expo Partner Opportunity:***  
***\$5,000 Sponsorship***

You will receive a table at our Race for the Kids Expo, in a premier location in The Nethermead in Brooklyn's Prospect Park.

Benefits include:

- Promotion of your brand to over 4,000 race attendees
- Opportunity to collect attendee contact information
- Logo on:
  - Race homepage
  - Official race t-shirts
  - Race day signage
- Engagement in the community and alignment with NYC's lead mentoring organization





# THANK YOU



*For more information,  
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