



2021

**BIG-LITTLE CHALLENGE**  
at **GRIDIRON GAMES**



## BIG LITTLES CHALLENGE AT GRIDIRON GAMES 2021

**The Big-Little Challenge at Gridiron Games** benefitting Big Brothers Big Sisters of New York City will be held on **Saturday, November 20, 2021** at **MetLife Stadium**, the home of the New York Giants and the New York Jets.

**The full day event** will provide over 150 youth ("Littles") in our programs the opportunity to spend a magical day with their volunteer mentors ("Bigs") on the stadium field. The Littles will have fun participating in a series of activations including football drills, games, learn teamwork and sportsmanship, and will be coached by former NFL stars.

**In the afternoon**, over 150 attorneys from New York City's top law firms and in-house council teams will go head-to-head in a fun-filled touch football competition.





## ABOUT BIG BROTHERS BIG SISTERS OF NYC

- Founded in 1904, Big Brothers Big Sisters of NYC (BBBS of NYC) is the nation's first and NYC's largest youth mentoring organization.
- Our mission is to build and support mentoring relationships to ignite the biggest possible futures for youth.
- Through our one-to-one mentoring, Workplace Mentoring Program (corporate engagement) College & Career Success Program, and other community partner programs:
  - We serve approximately 3,000 youth each year
  - 97% of Littles are promoted to the next grade
  - 93% of Littles are accepted into college





## MORE THAN A CHALLENGE.....

**BBBS of NYC is excited to launch our Big-Little Challenge ("BLC") at Gridiron Games!**

- This event will be a **fun, team-oriented event**.
- BLC serves as our **annual fundraiser** for the BBBS of NYC community.
- This event will allow Littles to flex their muscles around teamwork and communication, while having an unforgettable day on the Grid Iron at MetLife Stadium!

**This is the perfect way to raise your brand awareness to the multiple constituents of BBBS of NYC! Your company will be highlighted to our vast community of stakeholders; including our families, the legal community, our Bigs from Fortune 500 companies and our Board of Trustees.**

# EVENT TITLE SPONSOR - \$50K

## Benefits:

- Title Sponsorship of Event
- Thirty (30) tickets to attend and/or volunteer at the BLC at Gridiron Games
- Opportunity for Sponsor to have use of the famous MetLife Stadium field for 25 minutes for meet and greet and photo ops
- Prominent display of company logo:
  - Logo inclusion on step-and-repeat
  - Logo rotated on stadiums Jumbotron and coaches Club HD Monitors
- Prominent mention and quote in all event press releases
- Marketing Materials distributed in event bags
- Private Tour of stadium
- Meet & Greet with NFL Alumni





# PLATINUM LEVEL - \$25K

## Benefits:

Logo included on the following:

- Rotated on stadium jumbotrons and Coaches club HD monitors
- Company logo included on BLC at Gridiron Games website with your company's logo linked to your company's website
- Recognition in strategic press and social media campaign
- Fifteen (15) tickets to attend and/or volunteer at the BLC at Gridiron Games
- Meet and Greet with NFL Alumni
- Opportunity for guests to be on the famous MetLife Stadium field for photo ops
- Marketing materials distributed in event gift bags
- Sponsor will have an opportunity to create a custom-branded area in the main activation space. These sponsors can own and brand one of the below activities to engage with our diverse audience and promote their company. Includes your choice of one of the below:
  - Dance Activation • Ultimate Soccer • Ultimate Football
  - Mr. Fox • Switch • Sizzle Ball • Football Career Exploration
  - Capture the Flag • Ultimate Kickball • Castle Ball





# GOLD LEVEL SPONSOR - \$15K

## Benefits:

- Logo included during event in the following:
  - Rotated on jumbotrons and stadium club HD monitors
  - Company name and logo included on BLC at Gridiron Games website with your company's logo linked to your website
- Marketing materials distributed in event gift bags
- Recognition in strategic press and social media campaign
- Twelve (12) tickets to attend and/or volunteer at the event
- Tour of stadium
- Opportunity to meet former NFL players
- A photo opportunity for guests on the stadium field
- Sponsor is provided with tables and chairs to display any branded giveaways, product samples and/or marketing materials to promote your brand to our audience





# SILVER SPONSOR & LAW FIRM TEAM COMBO - \$15K

## Benefits:

- All the Law Firm Team benefits below Plus:
  - Ten (10) employees can volunteer at the event and cheer on our Littles
  - Sponsor attendees can wear corporate spirit wear to expose their brand to all event participants.

## LAW FIRM TEAM - \$10K

### Benefits:

- Team of 8 participation in touch football tournament with the opportunity to invite friends, family and colleagues to cheer them on
- Logo rotated on stadium jumbotrons throughout the event
- Opportunity to tour the stadium, team-build and meet former NFL stars
- Lunch, cocktail reception and awards ceremony after the games





# SILVER LEVEL SPONSOR - \$7.5K

## Benefits:

- Logo included during event in the following:
  - Rotated on jumbotrons and stadium club HD monitors
  - Company name and logo included on Gridiron Games website with your company's logo linked to your company's website
- Company recognition in event press release
- Seven (7) employees volunteer at the event and cheer on our matches
- Sponsor attendees can wear corporate t-shirts to expose their brand to all event participants
- Lunch is included and a cocktail reception and awards ceremony following the games





# PAST PARTICIPATING SPONSORS

Allen & Ovary

Bernstein Litowitz Berger &

Grossmann LLP

BOC

Cadwalader

Cravath

Davis Polk

Debevoise & Plimpton

Desmarais LLP

East West Bank

Floresta Partners

Freshfields

Fried Frank

Gallup

Geico

Greenberg Traurig

Katten Muchin Rosenman LLP

Kelley Drye

Kramer Levin

Latham & Watkins LLP

MLB

Mount Sinai

Morrison Foerster

Paul Weiss

Pillsbury

Ross Aronstam & Moritz

Schulte Roth & Zabel

Simpson Thacher

Skadden, Arp, Slate, Meagher &

Flom LLP & Associates

Stroock & Stroock & Lavan LLP

TD Bank

Tone House

Vinson & Elkins LLP

Weil

White & Case







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For more information:

Visit: [Big-Little Challenge at Gridiron Games](#) website

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