

2016 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

September 17, 2016
Prospect Park | Brooklyn



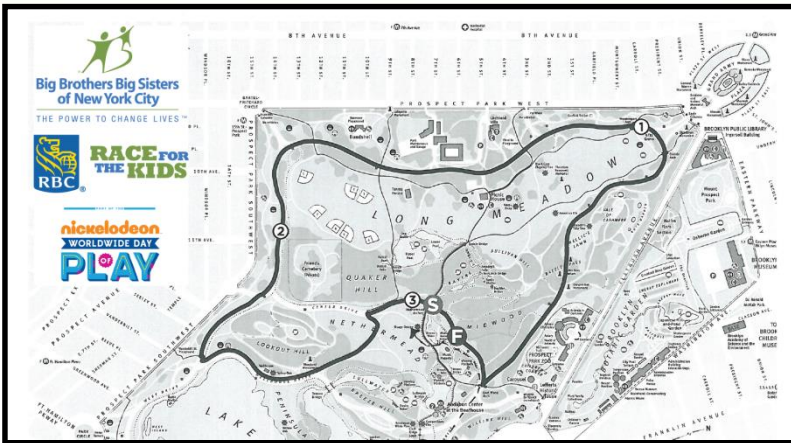
ABOUT BIG BROTHERS BIG SISTERS OF NYC

- 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.
- Each match relationship is supported by a Master's-level social worker.
- Nearly 100 percent of our youth are from low-income, minority households.





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 2015, nearly 3,500 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 Larry Johnson and Felipe Lopez
 - 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 \$6.5 million.



NICKELODEON PARTNERSHIP

nickelodeonTM



- 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

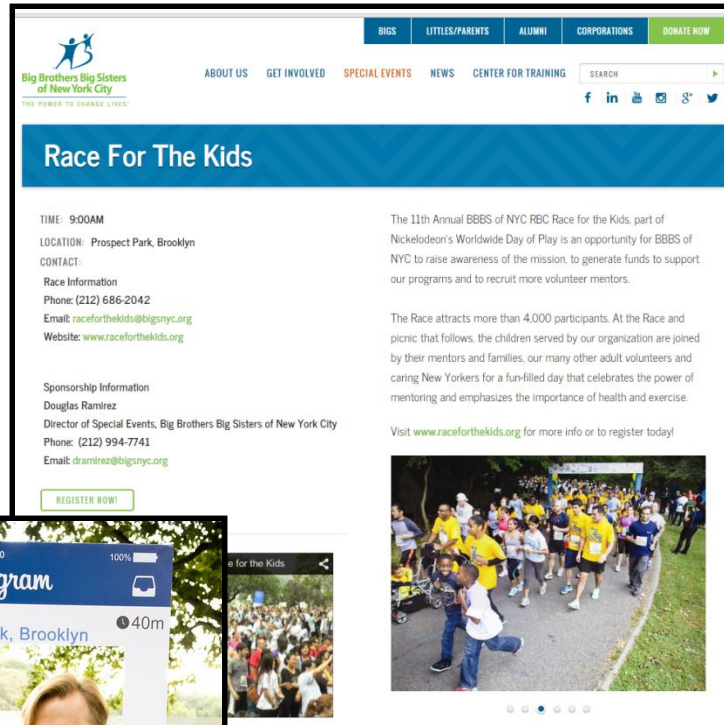


- Exposure in a donated media package reaching 6M listeners/viewers worth more than \$200K
- Earned media worth over \$45K
- Additional reach to the community in Prospect Park on Race Day
- Visibility via Race posters, brochures and marketing materials – seen by New Yorkers and visitors to the city
- A presence on-site for consumer engagement and product messaging/sampling





DIGITAL / SOCIAL MEDIA REACH



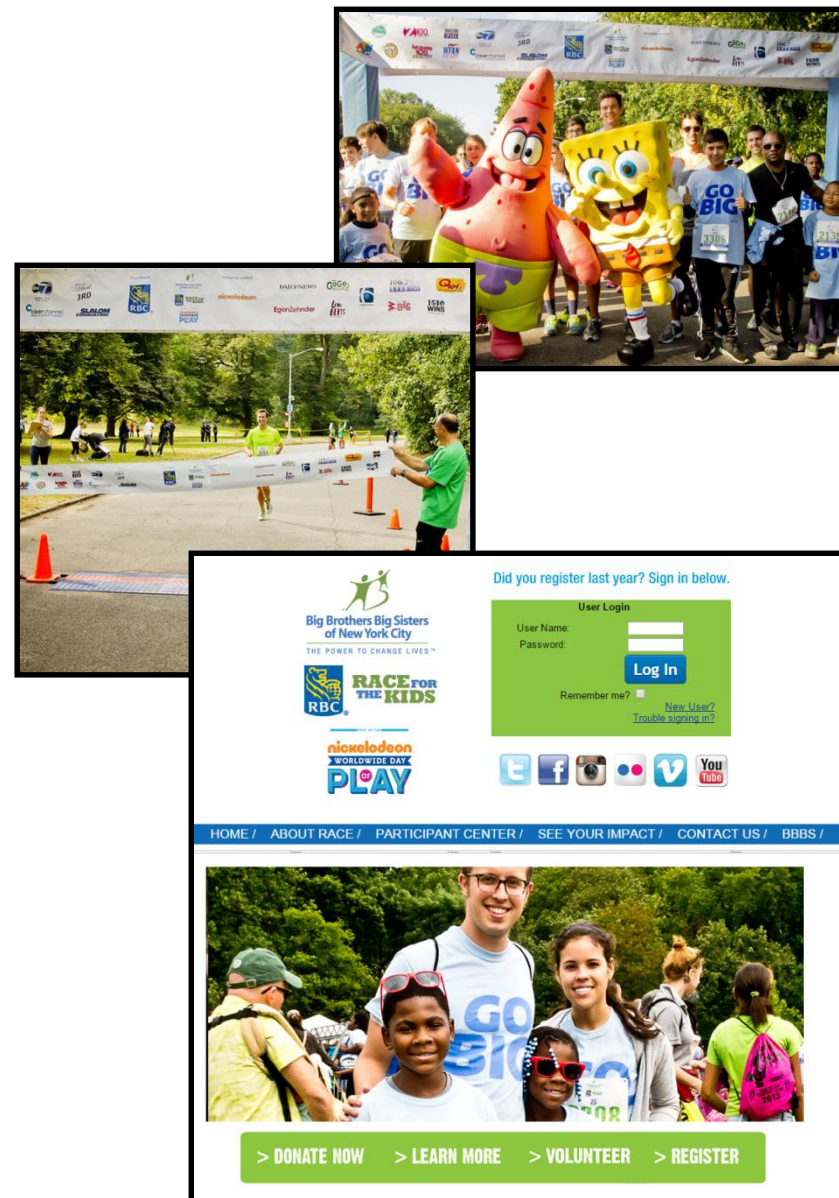
- Social media inclusion on all race-related communications across all platforms
- Blog outreach placement averages over 100 assets with 165K in weighed impressions
- Direct reach to more than 3,500 Race Day Participants
- Connection to over 2000 weekly unique visitors via the Big Brothers Big Sisters of NYC website

PLATINUM SPONSORSHIP



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
- Company banner at finish line chute
- Access to Nickelodeon activities





PREMIER SPONSORSHIP

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
- Company banner at finish line chute
- Access to Nickelodeon activities



SUPPORTING SPONSORSHIP



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
- Company banner at finish line chute
- Access to Nickelodeon activities





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

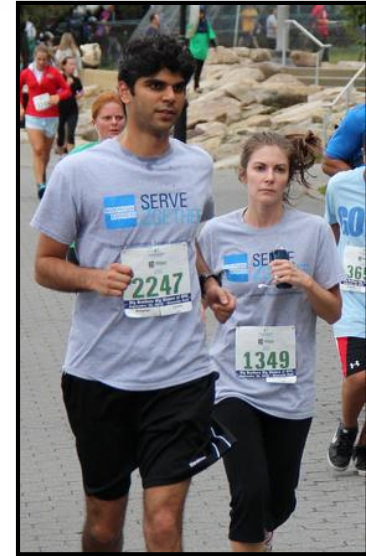


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Expo Partner Opportunity:
\$5,000 Sponsorship

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 3,500 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



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