

SANTACON 2019



benefitting

Big Brothers Big Sisters of Central Texas
December 7, 2019 | 2-6 p.m.
Rainey Street



It's all about the kids!

Welcome to SantaCon!

SantaCon is a merry Santa-themed pub crawl that includes drink specials, games, team competitions, prizes and opportunities for networking and socializing while raising funds for Big Brothers Big Sisters of Central Texas. This convention of 1000+ people dressed in Santa and Christmas-related costumes gathers to have a good time and raise money for a great cause: changing children's lives for the better, forever.

This event helps BBBS raise the funds needed to bring caring, adult mentors to children who need them. At any given time, **as many as 600 children** are waiting to be matched with a Big Brother or Sister. SantaCon helps move these children off the waiting list and gets them matched with the mentors they need and deserve!

About BBBS

Big Brothers Big Sisters of Central Texas (BBBS) exists to help children succeed in life. We do this by pairing children ages 6-16 with caring adults who serve as mentors, advocates, resources and guides. Our proven model of one-to-one mentoring helps kids build the skills and capacities that lead to life-long success. Last year, more than 98 percent of the children served by BBBS remained in school, maintained or improved their grades, and avoided early parenting.

100% of funds raised are used locally to create and nurture life-changing friendships between at-risk youth and caring adult mentors.



SantaCon CTX 2019



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4 Ways to participate

1 Become A Sponsor

Invest in your community as a SantaCon sponsor. There are several different sponsorship levels for SantaCon, but all make a huge difference in providing even more children with mentors who can change their lives for the better, forever. **Call us to learn more – 512-472-5437!**

2 Team Up - Join the Reindeer Games

Join or form a team here: give.classy.org/reindeergames19

Make a bigger impact by participating in **The Reindeer Games** – special tests of strength, skill and merriment - to determine the true victor of the North Pole!

Team events include:

- * The Snowball Fight (*a dodgeball-style tournament*)
- * TBA
- * TBA

Teams consist of 5 people (all over 21) who raise a minimum of \$500 to participate. This is a great way to get your friends, your company and your co-workers involved while helping more children in our community!

Teams must raise and pay the goal amount by **November 30, 2019** to be guaranteed a spot in the games.

3 Buy A Ticket

Purchase a \$20 ticket to SantaCon here: give.classy.org/santacon19

Don your Santa duds, and join the fun! The entry fee provides drink specials and the chance to view games and activities at the merriest bars on Rainey Street: Lustre Pearl, Bungalow, Container Bar, Clive, Parlor Room, and more venues TBA.

4 Make a Donation

Make a gift to help more children reach their full potential.

Give here: give.classy.org/santacon19



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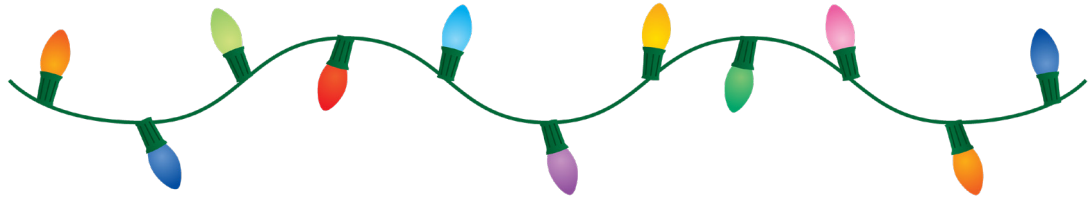


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SantaCon



Become A Sponsor

Sponsor Levels and Benefits

Santa Baby - \$10,000

Supports eight (8) Big/Little mentoring relationships for a year. (1 available)

Logo Promotion:

- Presenting sponsor recognition on minimum of two (2) email blasts
- One (1) social media promotion
- Website recognition
- Exclusive sponsor on event postcard (if secured by October 1)
- SantaCon 2019 koozies (if secured by October 1)

Event day:

- One (1) photo experience and ride down Rainey Street with Santa in his "sleigh" for your team (limit 3 people)
- Event signage
- An opportunity for a company booth space at starting bar
- An opportunity for 2 teams in The Reindeer Games

Featured:

- One (1) newsletter listing
- Post-event press release with event photos

Mistletoe Maniac - \$5,000

Supports four (4) Big/Little mentoring relationships for a year. (2 available)

Logo Promotion:

- Mistletoe Maniac sponsor recognition on one (1) dedicated email blast
- One (1) social media promotion
- SantaCon 2019 koozies (if secured by October 1)

Event day:

- Photo opportunity with lead Santa for your team
- Event signage
- An opportunity for a company booth space at starting bar
- An opportunity for 1 team in The Reindeer Games

Featured:

- One (1) newsletter listing
- Post-event press release



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Sponsor Levels and Benefits (cont.)

Giving Tree - \$2,500

SantaCon 2019 prominently features a Giving Tree with personalized ornaments that donors can purchase at different levels. (1 available)

Supports two (2) Big/Little mentoring relationships for a year.

Logo Promotion:

- Sign in front of tree with the verbiage "Giving Tree Brought to You By..."
- One (1) social media promotion
- SantaCon 2019 koozies (if secured by October 1)

Featured:

- Post-event press release

Event day:

- Listed on event signage
- An opportunity for 1 team in The Reindeer Games

Santa Stop - \$2,500

Claim a Santa Stop as your very own, from six participating bars on Rainey Street! (6 available)

Supports two (2) Big/Little mentoring relationships for a year.

Logo Promotion:

- Sign outside the venue of your choice with the verbiage "This Santa Stop Brought to You By..."
- One (1) social media promotion
- SantaCon 2019 koozies (if secured by October 1)

Featured:

- Post-event press release

Event day:

- Listed on event signage
- An opportunity for 1 team in The Reindeer Games

Tw[ELF]th Night - \$1,250

Supports one (1) Big/Little mentoring relationship for a year. (6 available)

Promotion:

- Listed on SantaCon 2019 koozies (if secured by October 1)
- Post-event press release

Event day:

- Listed on event signage
- Opportunity for 1 team in The Reindeer Games

Koozie Underwriter - \$1,250

(1 available)

Promotion:

- Listed on SantaCon 2019 koozies (if secured by October 1)
- Post-event press release

- Featured sign with verbiage "Koozies Brought to You By..."

Event day:

- Listed on event signage



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Reindeer Games Fundraising Tips

Holding a monthly happy hour, staff meeting, etc? Take something that your staff already does, and incorporate it into your fundraising campaign!

- ❄ **Share on Social Media (Facebook, Instagram and Twitter):** You may be surprised at the response!
- ❄ **Hold a happy hour, trivia night:** Donation and fun all in one!
- ❄ **Company Matching:** People love when their dollars are doubled!
- ❄ **Pizza Fridays:** Ask if folks will donate \$5 more for a treat!
- ❄ **Raffle:** Raffle off a 1/2 day vacation!
- ❄ **Potluck Lunch:** Everyone can bring a dish, but ask for a \$10 donation at the door to come!
- ❄ **Casual Anyday:** Charge employees \$10 for the privilege of wearing jeans to work!
- ❄ **Sales:** If your company is sponsoring, hold a sales competition for a spot on the team!
- ❄ **Taco Eating Contest:** A friendly challenge with monetary votes toward each competitor!



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Become A SantaCon Host Committee Member

Start the Holiday Season Right!

SantaCon is a merry Santa-themed pub crawl that includes drink specials, games, team competitions, prizes and opportunities for networking and socializing while raising funds for Big Brothers Big Sisters of Central Texas.



Join the Host Committee Today!

Brainstorm awesome Reindeer Games!

Identify potential sponsors!

Get your friends and workplace to join in on the fun!

Have a great time for a great cause
at the merriest pub crawl of the
year!

**RSVP on Facebook at
SantaCon CTX 2019**



Questions? Contact (512) 472-5437 or Development@BigMentoring.org



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SantaCon 2019



Thank You!

Thank you for signing up to participate in SantaCon 2019
and decking the halls with your donation.

Winners of The 2018 Reindeer Games



Team Datum's Promenading Tobaggonists
Snowball Fight - A Dodgeball Style Tournament!



Team Boulevard Nutcrackers
Christmas Carol Karaoke



Team Bumble
Top Prancer Costume Contest

Want to see your name here?
Get your team started today!



Questions? Contact
Development@bigmentoring.org
or **512-472-5437**

We are also happy to come speak to
your group or company about BBBS.



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Register for SantaCon 2019 today!



- ☐ Yes, I am interested in being a participating bar in **SantaCon 2019!**
- ☐ Sign me up to be a sponsor for SantaCon at the following level:
- ☐ **Santa Baby (\$10,000)** ☐ **Mistletoe Maniac (\$5,000)** ☐ **Giving Tree (\$2,500)**
- ☐ **Santa Stop (\$2,500)** ☐ **Tw[ELF]th Night (\$1,250)** ☐ **Koozie Underwriter (\$1,250)**
- ☐ Yes, I am forming a 5-person team to raise \$500 and join in **The Reindeer Games!**
- ☐ I am unable to form a team or be a sponsor, but I would like to donate to BBBS \$ _____

Company/Name: _____

Signature: _____ Date: _____ CSV: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

I prefer to pay by: ☐ Check (payable to BBBS) ☐ Visa ☐ MC ☐ AmEx

Card no.: _____ Exp. Date: _____

Please bill me*: ☐ September 2019 ☐ October 2019 ☐ November 2019

***Must be paid in full by November 30, 2019**

Please return this form with payment to:

Development@BigMentoring.org or
Big Brothers Big Sisters, Attn: SantaCon 2019
P.O. Box 4555, Austin, TX. 78765-4555



BBBS Mission:

Big Brothers Big Sisters of Central Texas serves nearly 1,000 children in Central Texas every day. For over 47 years, we've matched children, ages 6–16, with caring adult mentors who offer encouragement and support to each child.

It's our vision that all youth achieve their full potential. To that end, BBBS' mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. BBBS depends on donations to recruit, screen and train volunteers, and to provide on-going support for children, families and volunteers as they build and sustain long-lasting relationships. Last year, more than 98 percent of the children served by BBBS remained in school and avoided early parenting.

Big Brothers Big Sisters of Central Texas

• www.BigMentoring.org • 4800 Manor Road • Austin, Texas 78723 • 512.472.5437