

# BIG BROTHERS BIG SISTERS ICE BALL ₩ ↔ ※ ※ ※ ◆

# AN EVENING THAT MAKES A LIFETIME OF DIFFERENCE

SATURDAY, AUGUST 27, 2022 JW MARRIOTT AUSTIN WWW.AUSTINICEBALL.ORG



#### AN EVENING THAT MAKES A LIFETIME OF DIFFERENCE

Big Brothers Big Sisters' mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

We're going bigger, bolder, and brighter at this year's Ice Ball gala with cocktails, a silent auction, seated dinner, live auction, music, dancing, and more.

**100% of funds raised at Ice Ball stay local** and are used to create and nurture life-changing friendships between at-risk youth and caring adult mentors. More than 98% of our Little Brothers and Sisters stay in school, avoid risky behavior, and maintain and improve their grades.





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#### IN 2021...

All Sold Out | A sold-out crowd of 800+ guests raised over \$1.2 million for BBBS!

**Large online reach |** The BBBS and Ice Ball websites had over 40,000 unique visitors.

**Connected audience |** 10,000+ email recipients, 3,500+ Facebook fans, 2,000 Twitter followers, 1,000 Instagram followers

**Active participants |** Every year 800 to 1,000 Bigs volunteer almost 50,000 hours with their Littles.

**Cultivation |** Ice Ball is a great opportunity to get to know your clients in a fun, festive setting.

Media Exposure | Over 4 million media impressions made!



## **SPONSORSHIP OPPORTUNITIES**

#### Sponsoring is a great way to support Austin's youth

#### DIAMOND SPONSOR \$50,000

- Exclusive designation as Diamond Sponsor with logo recognition
- Opportunity for company representative to participate in media interviews & community speaking engagements (dependent on securing and execution)
- Inclusion in all Ice Ball event coverage (dependent on securing αnd execution)
- Featured in one Austin Business Journal advertisement
- Four preferred tables for forty guests at event
- Complimentary valet parking
- Premium wine service
- Company introduction during opening remarks of Ice Ball experience
- Hotel accommodations for two (one room)
- Opportunity to participate in Ice Ball program
- Logo featured on Ice Ball "step & repeat" backdrop
- Invitation to VIP experience
- Prominent logo recognition on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Opportunity to include a message from company representative to guests in event program
- Social media recognition
- Logo on printed advertisements with local media (dependent on securing and execution)
- Opportunity to provide thank you gift to Ice Ball guests





### SAPPHIRE SPONSOR \$35,000

Opportunity to sponsor live auction, silent auction, or after party

- Inclusion in all Ice Ball event coverage (dependent on securing and execution)
- Three preferred tables for thirty guests at event
- Complimentary valet parking
- Premium wine service
- Hotel accommodations for two (one room)
- Verbal recognition during Ice Ball program
- Logo featured on Ice Ball "step & repeat" backdrop
- Invitation to VIP experience
- Prominent logo recognition on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Logo on printed advertisements with local media (dependent on securing and execution)
- Social media recognition
- Opportunity to provide thank you gift to Ice Ball guests

#### PLATINUM SPONSOR \$25,000

Opportunity to sponsor photo booth, mission advocate, heads or tails, or signature cocktail

- Inclusion in select Ice Ball event coverage (dependent on securing and execution)
- Three preferred tables for thirty guests at event
- Complimentary valet parking
- Premium wine service
- Verbal recognition during Ice Ball program
- Logo featured on Ice Ball "step & repeat" backdrop
- Invitation to VIP experience
- Logo recognition on invitation, program, website, event emails, sponsor presentation and all marketing materials
- · Logo on printed advertisements with local media (dependent on securing and execution)
- Social media recognition

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#### **CRYSTAL SPONSOR \$15,000**

Opportunity to sponsor centerpieces, sweet treat, dinner, or registration

- Inclusion in select Ice Ball event coverage (dependent on securing and execution)
- Two reserved tables for twenty guests at event
- Invitation to VIP experience
- Logo recognition on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Name on printed advertisements with local media (dependent on securing and execution)
- Social media recognition

#### GOLD SPONSOR \$10,000

- Two reserved tables for twenty guests at event
- Invitation to VIP experience
- Logo recognition on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Name on printed advertisements with local media (dependent on securing and execution)
- Social media recognition

#### SILVER SPONSOR \$5,000

- One reserved table for ten guests at event
- · Logo recognition on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Social media recognition

#### **BRONZE SPONSOR \$3,500**

- One reserved table for ten guests at event
- · Name recognition on invitation, program, website, event emails, and sponsor presentation



## WHY SUPPORT BIG BROTHERS BIG SISTERS OF CENTRAL TEXAS?

#### The future of our Central Texas Community

Big Brothers Big Sisters' program has a direct and lasting effect on the lives of young people, their families, and the greater Austin community. Research shows that youth in our program have increased confidence, improved social skills, and stay in school at rates that are higher than the national average. They are also significantly less likely to use drugs or alcohol, engage in risky or violent behavior, or become parents at an early age.

#### Of youth mentored:

- 99.7% remained in school
- 99.9% avoided early parenting

- 99.6% did not offend or reoffend
- 96% improved/maintained academic performance

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