

SANTACON



Big Brothers Big Sisters of Central Texas



Welcome to SantaCon!

SantaCon is a merry Santa-themed pub crawl that raises funds for Big Brothers Big Sisters of Central Texas. Each year more than 750 people dressed in Santa and Christmas-related costumes gather 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 200 children are waiting** to be matched with a Big Brother or Sister. Together, we can provide these children with the support they need to feel valued, realize their potential, and thrive, for a lifetime.

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 and above 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.



BigMentoring



www.BigMentoring.org

#SantaConCTX22

SantaCon - Become A Sponsor

Santa Baby - \$10,000

Supports eight Big/Little mentoring relationships for a year.

Opportunity to be featured throughout the first bar

- Recognition in all media outreach
- Inclusion in all SantaCon event coverage (dependent on securing and execution)
- Verbal recognition as a Santa Baby sponsor at the event
- Prominent recognition in event materials including postcard, event signage, electronic communications, and SantaCon website
- Logo on printed advertisements with local media (dependent on securing and execution)
- Opportunity to provide branded gifts to all SantaCon attendees
- Social media recognition
- 20 SantaCon tickets

Santa Stop - \$5,000

Supports four Big/Little mentoring relationships for a year.

Opportunity to sponsor one Santa Stop at a participating bar on Rainey Street

- Recognition in select media outreach
- Inclusion in select SantaCon event coverage (dependent on securing and execution)
- Verbal recognition as a Santa Stop Sponsor at the event
- Recognition in event materials including postcard, event signage, electronic communications, and SantaCon website
- Social media recognition
- Signage at your Santa Stop's bar
- 10 SantaCon tickets

Mistletoe Maniac - \$2,500

Supports two Big/Little mentoring relationships for a year.

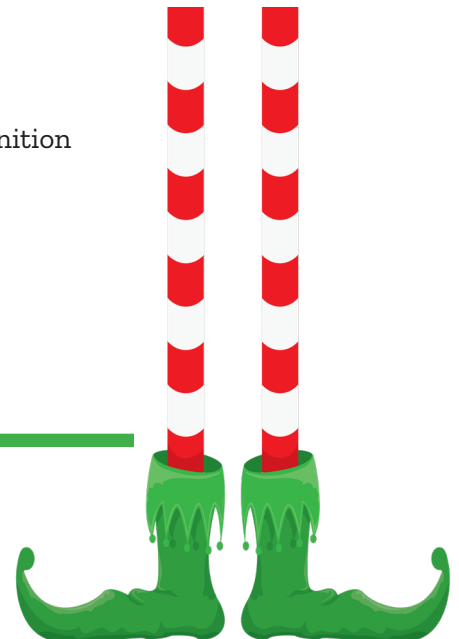
Opportunity to sponsor one Giving Tree at participating bar on Rainey Street

- Inclusion in select SantaCon event coverage (dependent on securing and execution)
- Recognition in event materials including postcard, event signage, electronic communications, and SantaCon website
- Social media recognition
- 5 SantaCon tickets

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

Supports one Big/Little mentoring relationship for a year.

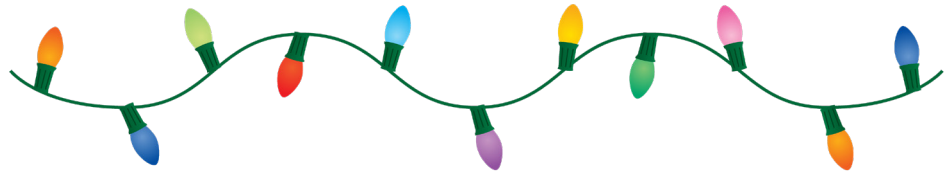
- Recognition in event materials including postcard, event signage, electronic communications, and SantaCon website
- 2 SantaCon tickets





SantaCon

Make A Difference



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
- 99.6% did not offend or reoffend
- 99.9% avoided early parenting
- 96% improved/maintained academic performance

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