



BIG BROTHERS BIG SISTERS
ICE BALL



AN EVENING THAT MAKES A LIFETIME OF DIFFERENCE

SATURDAY, AUGUST 26, 2023

JW MARRIOTT AUSTIN

WWW.AUSTINICEBALL.ORG

BBBS Mission:

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.



BIG BROTHERS BIG SISTERS
ICE BALL
OVERVIEW

AN EVENING THAT MAKES A LIFETIME OF DIFFERENCE

Big Brothers Big Sisters provides 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 with cocktails, a silent auction, seated dinner, live auction, music, and dancing.

Funds raised through Ice Ball 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, stay out of trouble, and keep up their grades.



IN 2022...

All Sold Out | A sold-out crowd of 800+ guests raised over **\$930,000** for BBBS!

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

Connected audience | 10,000+ email recipients, 4,500+ Facebook fans, 2,000 Twitter followers, 1,200 Instagram followers.

Active participants | Every year nearly 800 Bigs volunteer 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!



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SPONSORSHIP OPPORTUNITIES

SPONSORING IS A GREAT WAY TO SUPPORT CENTRAL TEXAS YOUTH

DIAMOND SPONSOR \$50,000

- Exclusive designation as Diamond Sponsor
- 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 and 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*)
- 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*)





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ICE BALL

SPONSORSHIPS

SAPPHIRE SPONSOR \$35,000

- 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

PLATINUM SPONSOR \$25,000

- 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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ICE BALL

SPONSORSHIPS

CRYSTAL SPONSOR \$15,000

- 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



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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 behaviors, 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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