

BIG CARDIO

An annual event since 2008

5K • FITNESS • SPORTS • CYCLE • FUN



CELEBRATING
11 YEARS
OF DOING GOOD!



**2018 SPONSORSHIP
OPPORTUNITIES**



CHILDREN'S FOUNDATION

Providing opportunity and hope for at-risk youth.

YOUR SPONSORSHIP IMPACTS THE COMMUNITY

BiG Children's Foundation would like to invite you to join us in our mission of "Providing Opportunity and Hope for At-Risk Youth" by securing a sponsorship at our 11th Annual BiG Cardio Event. This unique South Florida favorite encompasses a 5K, multi-sports and fitness activities, and so much more. There's something for everyone.

This year in the US, 26,000 youth will age out of the foster system and be left to fend for themselves because they have no parents or family to guide them. Out of despair, thousands of kids will resort to a life on the streets. Without basic necessities such as money, transportation, and a roof over their heads, most will become a high-risk target for unfavorable outcomes such as homelessness, drug and alcohol abuse, physical abuse, human trafficking, incarceration, gang activity and death.

At BiG Children's Foundation, we recognize that for at-risk youth to thrive and succeed, they need a solid support system, training, guidance, resources and opportunity. Then just maybe they'll have a chance.

BiG Children's Foundation is a 501 (c) 3 non-profit organization committed to investing in the lives of at-risk youth through mentoring, training, resource provision and opportunity in order to prevent another youth from becoming a statistic. Our programs focus on prevention by investing in their health and wellness, teaching them life and professional skills and prepare the youth to transition out of foster care successfully, stay off the streets and transition into a successful adulthood.

As a sponsor of the BiG Cardio Event, your company will receive benefits commensurate to the level of sponsorship, your brand will be associated with an important social issue, and you will be helping to make an impact in the lives of local at-risk youth.

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**CELEBRATING
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EVENT DEMOGRAPHICS

EVENT AGE: 11th YEAR

PROJECTED ATTENDANCE: 1,500+

PARTICIPANTS

Fitness and Sports Minded	90%
Physically Active 3-5 Times per Week	50%
Women	50%
Men	30%
Children (0-17)	20%
Median Age	45 yrs

EDUCATION

Professional or College Educated	80%
Household Income \$100,000+	35%

ETHNICITY

Caucasian	75%
African American, Hispanic, Multi-racial	25%

SATISFACTION

Said they would participate again	100%
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EVENT FACT SHEET

Saturday, May 5, 2018

6am - 2pm

Central Broward Regional Park, 3700 N.W. 11th Place, Lauderdale, Florida 33311

BRING YOUR FAMILY AND FRIENDS, THERE'S AN ACTIVITY FOR EVERYONE!

FITNESS OPTIONS

- 5K Run / Walk
- Cardio Class
- Stationary Cycling
- Obstacle Course
- KidFit

SPORTS OPTIONS

- Basketball Tournament
- Soccer Tournament
- Volleyball Tournament
- Kid's Soccer Clinic

BiG FUN ZONE

- Rock Climbing
- Bungee
- Mini Golf
- Inflatables
- Carnival Games
- Kiddie Rides
- Kiddie Slides
- Face Painting
- Food Concessions
- Merchant Booths
- Attractions
- Entertainment

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TITLE SPONSOR

\$50,000

CUSTOM PACKAGE

This package will be tailored to fit your needs and give you the best possible exposure for your brand or business, with the potential of making over 5,000,000 brand impressions based on the benefits package below.

YOUR BRAND WILL BE PROMINENTLY DISPLAYED IN TITLE POSITION

- **Radio Schedule - on mainstream radio stations**
- Radio PSA's - on mainstream radio stations
- Print
- Banners
- Point of Purchase Signage
- Posters
- E-Newsletter
- E-Blasts
- Event Cards
- Event T-Shirt
- Cross Promotions at participating retailers
- Prominent position on Site Map
- 10' x 10' Team Tent on Team Street
- Space on Finish Line Promenade for your company tent
- Recognition banner at start line
- Live mentions throughout the event
- Logo on BiG Cardio website - www.BiGCardo.org
- Logo on BiG Children's Foundation website – BiGcf.org
- Inclusion in pre/post press releases
- Corporate Recognition Plaque
- Photo opportunity with BCF Leadership Team (optional)
- 20 complimentary participant entries



Please speak with Joyce Feldman for details of this package at (954) 933-3129 or email joyce@bigcf.org

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PRESENTING SPONSOR

\$25,000

YOUR BRAND WILL BE PROMINENTLY DISPLAYED AS “PRESENTED BY” and will be included in, but not limited to, the following materials with the potential of making over 1,000,000 brand impressions.

- Radio PSA's - sponsor rotations on mainstream radio stations
- Print Opportunities including: Banners, Point of Purchase Signage, Posters, E-Blasts, Event Cards, Bag Stuffers, Event T-Shirt
- Cross Promotions in participating retailers
- Prominent position on Site Map
- 10' x 10' space on Finish Line Promenade for your company tent
- Live mentions throughout the event
- Logo on www.bigcardio.org
- Logo on bigcf.org
- Inclusion in pre/post press releases
- Corporate recognition plaque
- Photo opportunity with BCF Leadership Team (optional)
- 20 complimentary participant entries

For sponsorship information, please call (954) 933-3129 or email joyce@bigcf.org

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MAIN STAGE SPONSOR

\$15,000

YOUR BRAND TITLES THE MAIN STAGE

The staging area is the most highly trafficked area of the event giving your brand the potential of being seen by over 1,500 people.

- Your brand assumes title of the Main Stage and is mentioned every time the area is mentioned
- Mentions in radio advertising
- Inclusion on promotional materials
- Space on Finish Line Promenade for company tent
- Live mentions at event
- Logo on Site Map
- Logo on BCF web site - www.bigcf.org
- Logo on BiG Cardio website - www.bigcardio.org
- Logo featured on event T-shirts
- Corporate Recognition Plaque
- Photo opportunity with BCF Leadership (optional)
- 10 complimentary participant entries



EVENT SPONSOR

\$10,000

YOUR BRAND TITLES ONE OF THE FOLLOWING ZONES:

These areas are situated in highly trafficked areas of the event giving your brand the potential of being seen by over 1,500 people.

☐ FUN ZONE

☐ PROMENADE GARDEN SEATING

- Company brand assumes title of specified area and is mentioned every time the area is mentioned on all print and promotional materials
- Title Banner at entrance of specified area
- 10'x10' Event Tent
- Live mentions at event
- Logo on Site Map
- Logo on BCF web site - www.bigcf.org
- Logo on BiG Cardio website - www.bigcardio.org
- Logo featured on event T-shirts
- Corporate Recognition Plaque
- Photo opportunity with BCF Leadership (optional)
- 10 complimentary participant entries
- 4 complimentary VIP Lounge wristbands



For sponsorship information, please call (954) 933-3129 or email joyce@bigcf.org

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VIP LOUNGE SPONSOR

\$10,000

YOUR BRAND TITLES THE VIP LOUNGE

This is a very special opportunity to get your brand or business in front of the right audience as you would be host to event VIP's and sponsors in an air-conditioned, over-sized corporate tent with comfy seating and gourmet buffet.

The VIP Lounge is situated on the Finish line Promenade, a very highly trafficked area giving your brand the potential of being seen by over 1,500 people.

- Company brand assumes title of specified area and is mentioned every time the area is mentioned on all print and promotional materials
- Title Banner at entrance of VIP Lounge
- Live mentions at event
- Logo on Site Map
- Logo on BCF website - www.bigcf.org.org
- Logo on BiG Cardio website - www.bigcardio.org
- Logo featured on event T-shirts
- Corporate Recognition Plaque
- Photo opportunity with BCF Leadership Team (optional)
- 10 complimentary participant entries

For sponsorship information, please call (954) 933-3129 or email joyce@bigcf.org

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ACTIVITY SPONSOR

\$5,000

YOUR BRAND TITLES ONE OF THE FOLLOWING AREAS:

- ☐ SPORTS (INCLUDES VOLLEYBALL, SOCCER, BASKETBALL)
- ☐ CROSSFIT, KIDFIT

- Company brand assumes title of activity or zone and is mentioned in print and promotional materials
- Title Banner on specified activity zone
- 10'x10' Event Tent
- Live mentions at event
- Logo on Site Map
- Logo on BCF website - www.bigcf.org
- Logo on BiG Cardio website - www.bigcardio.org
- Logo featured on event T-shirts
- 5 complimentary participant entries



PREMIUM DISPLAY SPACE

\$5,000

This is a very special opportunity to display your car, truck, jeep, boat, whirlpool, massage chair, etc. on the Finish Line Promenade, a very [highly trafficked area giving your product the potential of being seen and experienced by over 1,500 people.](#)

- Listing on Site Map
- Recognition in event program
- Opportunity to include literature/materials in goody bags
- 2 complimentary participant entries

MOBILE SPONSOR OR MASCOT SPONSOR

\$5,000

An impression/decision is made after the typical consumer sees your brand an average of 7-9 times. Give your brand or product a chance to make an impression by having maximum visibility and exposure over and over again when your mascot roams freely in every area throughout the duration of the event.

- Listing on Site Map
- Recognition in event program
- Opportunity to include literature/materials in goody bags
- 2 complimentary participant entries

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PREMIUM BOOTH IN-THE-ROUND (2 opportunities available)

\$2,500

- Premium position Merchant Booth located in the center of the Finish Line Promenade with exposure on all 4 sides of booth for maximum opportunity
- Comes with 4 tables, 4 chairs
- Listing on Site Map
- Recognition in event program
- Opportunity to include literature/materials in goody bags
- 2 complimentary participant entries



PREMIUM CORNER or HIGH-VISIBILITY BOOTH (3 opportunities available)

\$1,000

- Premium position Merchant Booth with covered table and 2 chairs located along finish line stretch, Sport Zone, Fun Zone or Food Garden
- Listing on Site Map
- Recognition in event program
- Opportunity to include literature/materials in goody bags
- 2 complimentary participant entries

MERCHANT BOOTH

\$500

NON-PROFIT RATE **\$250**

must provide current 501(c)3 determination letter

- Merchant Booth with covered table and 2 chairs located along finish line stretch
- Listing on Site Map
- Live mentions at event
- May bring own signage and post in booth

RACE COURSE SPONSOR

\$150

- Company name or logo to be recognized with signage along race course
- Listing in Site Map

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2018 SPONSORSHIP AGREEMENT

BiG Children's Foundation Rep _____ Contact # _____

Company Name _____

Contact Person _____ Title _____

Address _____

City, State, Zip _____

Business Phone _____ Fax _____

Cell _____ Email _____

Website _____

NOTE: Non-Profit Rates are available (4 booths available). Please ask your BCF representative.

Yes, we will participate as a:

- ___ \$50,000 Title Sponsor
- ___ \$25,000 Presenting Sponsor
- ___ \$15,000 Main Stage Sponsor
- ___ \$10,000 Event Sponsor
- ___ \$10,000 VIP Lounge Sponsor
- ___ \$5,000 Activity Sponsor *Please specify area* _____
- ___ \$5,000 Premium Display Space
- ___ \$5,000 Mobile Sponsor / Roaming Mascot
- ___ \$2,500 Premium Merchant Booth In-the-Round
- ___ \$1,000 Premium Corner or High-Visibility Merchant Booth
- ___ \$500 Merchant Booth
- ___ \$150 Race Course Sponsor

Email JPG or EPS logo, or, print your company or family name here:

___ In-Kind Donation or Trade - valued at \$ _____

___ I'd like to make a donation only in the amount of \$ _____ (check enclosed)

Name _____ Date _____

Signed _____ Date _____

Title _____ Phone _____

Email agreement to Joyce Feldman at joyce@bigcf.org
 and call to make payment over the phone (954) 933-3129.

OR, make check payable to BiG Children's Foundation, Inc., and mail agreement and check to:
 9700 NW 70 Street | Tamarac, FL 33321