



An annual event since 2008

# BIG CARDIO

5K • FITNESS • SPORTS • CYCLE • FUN



CELEBRATING  
**15 YEARS**  
OF DOING GOOD!



**2023 EVENT SPONSOR**  
AND PARTNER OPPORTUNITY



**CHILDREN'S  
FOUNDATION**

*Providing opportunity and hope for at-risk youth.*



## WHEN YOU SPONSOR BIG CARDIO, YOU'RE DOING GOOD!

This year in Florida, thousands of teens and young people will be left to grow up on their own and fend for themselves because they're living in group homes and shelters and have no parents or family to guide them. Statistics show that youth in foster care suffer extreme levels of stress, anxiety, and PTSD from the trauma they experienced before and during their time in the system, and as a result, engage in high-risk, self-destructive behaviors. These behaviors include addictions, self-harm, violence, poor eating habits, poor hygiene and so much more. These behaviors when manifested yield an unhealthy, compromised mental and physical state such as malnutrition, obesity, diabetes, high blood pressure, STD's, dissociative disorder, suicidal thoughts, to name a few. Without basic necessities such as money, transportation, a roof over their heads, guidance and education, youth go into survival mode and often engage in theft, crime, illegal drug sales, and prostitution to get by, or engage in gang activity to feel like they have family and belong.

It's tragic because this is preventable. At BiG Children's Foundation, we recognize that for at-risk youth to thrive and succeed, they need love, a solid support system, healing, a productive outlet, guidance, education, skills and resources. We believe that investing in them on the front end while they're in the system will prevent things from spinning out of control and endangering themselves or others when they are emancipated. We are committed to improving their quality of life and reshaping their futures by restoring their health, training them to be self-sufficient, and providing the education, trade skills and professional development they need to succeed.

BiG Children's Foundation would like to invite you to join us in our mission of "Reshaping the Futures of South Florida's At-Risk Youth" by partnering with us at our 15<sup>th</sup> Annual BiG Cardio Event on Saturday, May 6, 2023. This unique South Florida favorite encompasses a 5K, multiple fitness activities, sports tournaments, booths, entertainment, food and fun. This event has something for everyone.

As a sponsor of the BiG Cardio Event, you'll receive a benefits package customized to meet your corporate needs and objectives, and you'll feel great knowing that your investment will be impacting the community and changing individual lives!

We invite you to read through this material and consider partnering with us to change the current negative trajectory of teens in foster care to one that is positive, healthy, and successful.



## RESPONSES FROM A PROGRAM SURVEY

### Did you enjoy the culinary segments?

- "Yes, because I learned about different foods and the benefits."
- "Yes, I did, because I got to eat."

### How did the fitness workouts make you feel afterwards?

- "I felt happy."
- "I learned new workouts and I felt energized."

### Did you enjoy the relaxation/quiet time?

- "Yes, because it was calm."
- "Yes, because it relieved my stress."

### ENROLL

42  
HIGH-RISK  
TEENS  
in program

BiG Children's Foundation is a 501 ( c ) 3 non-profit organization whose mission is to improve the quality of life of vulnerable youth ages 13+ by restoring their health, training them to be self-sufficient, and providing the education, skills and professional development that will change their current trajectory, and put them on a path to success! This is done through small group mentoring, and intentional curriculum that includes nutrition, self-care, health and wellness training, culinary arts, performing arts, creative arts, academic tutoring, life and professional skills development, leadership development, education and career counseling, internships, on-the-job training opportunities, and more.

### SERVE

150+  
TEENS  
via other  
services

BCF offers services, outreaches and camps to local child welfare agencies and shelters, as well as our Flagship program, iMfit2SUCCEED!, which will be delivered in our new boutique Education Center opening in the fall of 2023. This will include curriculum-based programs and coincide with the Broward County School Schedule, running from September through June. Summer months will continue to focus on enrichment camps, outreach and recruitment.

### INCREASE

ENROLLMENT  
in 2023/2024  
season

We aim to triple the number of direct program enrollment in the 2023/2024 season. We are financially supported by individual donors, foundations, churches, businesses, corporate giving programs, events, sponsorships, and others.

BiG Children's Foundation is committed to changing the trajectory of teens in foster care and reshaping their futures!

To learn more about the program, please visit [ReshapeTheirFuture.org](https://ReshapeTheirFuture.org)  
To learn more about the Education Center, please visit [FYEC.org](https://FYEC.org)







**CELEBRATING  
15 YEARS  
OF DOING GOOD!**

## EVENT DEMOGRAPHICS

**EVENT AGE: 15<sup>th</sup> YEAR**

**PROJECTED ATTENDANCE: 600+  
WITH AN OPPORTUNITY TO GROW AND  
RAISE AWARENESS WITH YOUR HELP!**

### 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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[bigcardio.org](http://bigcardio.org)



## EVENT FACT SHEET

**Saturday, May 6, 2023**  
**6am - 12pm**

Central Broward Regional Park, 3700 N.W. 11<sup>th</sup> 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 with Team Challenges
- Fitness Yoga
- Kid's Fitness

### SPORTS OPTIONS

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

### VIP LOUNGE BUFFET

- A delicious all-you-can-eat buffet in our comfortable air-conditioned tent that overlooks the activities at the event

### FUN ZONE FOR ALL

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

[bigcardio.org](http://bigcardio.org)



## PRESENTING SPONSOR

**\$25,000**

**YOUR BRAND WILL HAVE TOP BILLING AND WILL BE PLACED AS “PRESENTED BY” ON EVENT BRANDING, MARKETING AND PROMOTIONAL MATERIALS.** This package will be tailored to fit your needs including the best possible exposure for your brand or business, with the potential of making over 1,000,000 brand impressions via marketing and promotions like the sample package below.

**YOUR BRAND WILL BE PROMINENTLY DISPLAYED AS “PRESENTED BY” AT START AND FINISH LINES AS WELL AS ALL OTHER AREAS**

- **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
- 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.bigcardio.org](http://www.bigcardio.org)
- Logo on BiG Children's Foundation website – [bigcf.org](http://bigcf.org)
- Inclusion in pre/post press releases
- Corporate Recognition Plaque
- Photo opportunity with BCF Leadership Team (optional)
- 10 complimentary participant entries
- 10 complimentary VIP Lounge wristbands



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

**[bigcardio.org](http://bigcardio.org)**





## **2<sup>ND</sup> BILLING - “ALSO PRESENTED BY” SPONSOR                      \$10,000**

**YOUR BRAND WILL HAVE 2ND BILLING PLACEMENT AND WILL BE PLACED UNDER THE PRESENTING SPONSOR.** Will be included in, but not limited to, the following materials with the potential of making thousands of brand impressions via event marketing and promotions like the sample package below.

- Radio PSA's - sponsor rotations on mainstream radio stations
- Print Opportunities Include: 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](http://www.bigcardio.org)
- Logo on [bigcf.org](http://bigcf.org)
- Inclusion in pre/post press releases
- Corporate recognition plaque
- Photo opportunity with BCF Leadership Team (optional)
- 6 complimentary participant entries
- 6 complimentary VIP Lounge wristbands

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

**[bigcardio.org](http://bigcardio.org)**



## VIP LOUNGE SPONSOR

**\$7,500**

### YOUR BRAND WILL TITLE 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 comfortable seating and a scrumptious buffet that you will provide in lieu of the cost of sponsorship. 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 600+ people. Food should be able to serve approximately 150 people. Final number and menu items will be confirmed 2-5 days prior to event.

- Company brand is exclusive, assumes title of specified area and is mentioned accordingly
- Title Banner at entrance of VIP Lounge
- Live mentions at event
- Logo on Site Map
- Logo on BCF website - [www.bigcf.org.org](http://www.bigcf.org.org)
- Logo on BiG Cardio website - [www.bigcardio.org](http://www.bigcardio.org)
- Logo featured on event T-shirts
- Corporate Recognition Plaque
- Photo opportunity with BCF Leadership Team (optional)
- 4 complimentary participant entries

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

[bigcardio.org](http://bigcardio.org)



## ACTIVE ZONE SPONSOR (formerly FUN ZONE)

**\$7,500**

**YOUR BRAND IS EXCLUSIVE AND TITLES THE ACTIVE ZONE**

These areas are situated in highly trafficked areas of the event giving your brand the potential of being seen by over 600+ people.

- Company brand assumes exclusive title of specified area and is mentioned accordingly
- 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](http://www.bigcf.org)
- Logo on BiG Cardio website - [www.bigcardio.org](http://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



## SPORTS SPONSOR

**\$5,000**

**YOUR BRAND IS EXCLUSIVE AND ENTITLES ALL THE FOLLOWING AREAS:**

- ☐ Soccer
- ☐ Volleyball
- ☐ Basketball

- Company brand assumes exclusive title of specified areas and is mentioned accordingly
- Title Banners in specified areas
- 10'x10' Event Tent
- Live mentions at event
- Logo on Site Map
- Logo on BCF website - [www.bigcf.org](http://www.bigcf.org)
- Logo on BiG Cardio website - [www.bigcardio.org](http://www.bigcardio.org)
- Logo featured on event T-shirts
- 5 complimentary participant entries
- 2 complimentary VIP Lounge wristbands



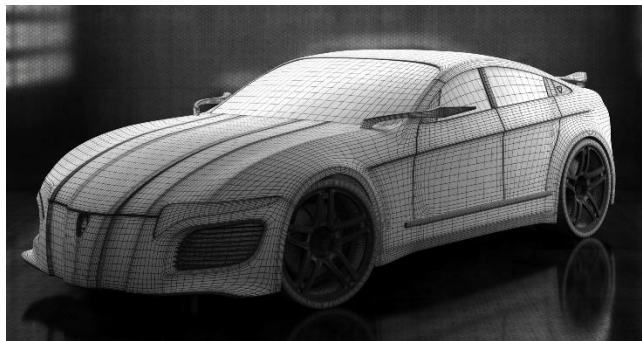
For sponsorship information, please call (954) 933-3129 or email [joyce@bigcf.org](mailto:joyce@bigcf.org)

[bigcardio.org](http://bigcardio.org)

## MOBILE / ROAMING MASCOT \$2,500

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. May also have opportunity for on-stage activity for maximum exposure.

- Listing on Site Map/Directory
- Recognition in event program if applicable
- Opportunity to include materials in goody bags
- 2 complimentary participant entries
- 2 complimentary VIP Lounge wristbands



## PREMIUM DISPLAY SPACE (2 opportunities available)

**\$2,500**

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 600+ people.

- Listing on Site Map/Directory
- Recognition in event program if applicable
- Opportunity to include literature/materials in goody bags
- 2 complimentary VIP Lounge wristbands

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

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

**\$1,250**

- 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 VIP Lounge wristbands



## **HIGH-VISIBILITY CORNER BOOTH** (3 opportunities available)

**\$500**

- Premium position Merchant Booth with covered table and 2 chairs located along Finish Line stretch OR Fun Zone
- Listing on Site Map
- Recognition in event program
- Opportunity to include literature/materials in goody bags
- 2 complimentary VIP Lounge wristbands



## **BUSINESS BOOTH**

**Was \$500**

**Now \$300**

### **NON-PROFIT RATE**

**Was \$250**

**Now \$150**

must provide current 501(c)3 determination letter

- Business Booth with covered table and 2 chairs located along finish line stretch
- Listing on Site Map/Directory
- Live mentions at event
- May bring own signage and post in booth
- 2 complimentary VIP Lounge wristbands

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



## 2023 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:

- |   |   |
|---|---|
| <input type="checkbox"/> \$25,000               | Presenting Sponsor  |
| <input type="checkbox"/> \$10,000               | Second Billing Sponsor  |
| <input type="checkbox"/> \$7,500                | VIP Lounge Sponsor  |
| <input type="checkbox"/> \$7,500                | Active Zone Sponsor   |
| <input type="checkbox"/> \$5,000                | Sports Sponsor  |
| <input type="checkbox"/> \$2,500                | Mobile / Roaming Mascot (unlimited opportunities)                     |
| <input type="checkbox"/> \$2,500                | Premium Display Space (2 opportunities available)                     |
| <input type="checkbox"/> \$1,250                | Premium Booth In-the-Round (2 opportunities available)                |
| <input type="checkbox"/> \$750                  | High-Visibility Corner Booth (2 opportunities available)              |
| <input type="checkbox"/> <del>\$500</del> \$300 | Business Booth (22 opportunities)                                     |
| <input type="checkbox"/> <del>\$250</del> \$150 | Non-profit Booth (4 opportunities. Must have up-to-date NPO standing) |

### ADDITIONAL OPPORTUNITIES:

- ☐ In-Kind Donation or Trade - valued at \$ \_\_\_\_\_
- ☐ I'd like to make a donation only, in the amount of \$ \_\_\_\_\_ (check enclosed)

Responsible Party \_\_\_\_\_ Date \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

### PAYMENT OPTIONS

**ONLINE:** Email completed and signed agreement to [joyce@bigcf.org](mailto:joyce@bigcf.org). Then make payment at event website, [www.bigcardio.org](http://www.bigcardio.org), by selecting the blue DONATE button on the top right.

In NOTES box during payment, please write "BiG Cardio 2023."

**CHECK:** Make check payable to BiG Children's Foundation, Inc., and mail agreement and check to:  
 BiG Children's Foundation, 2020 McNab Road, Suite 99B, Fort Lauderdale, FL 33309

QUESTIONS: Call (954) 933-3129

For sponsorship information,  
please call (954) 933-3129 or  
email [joyce@bigcf.org](mailto:joyce@bigcf.org)  
To learn more, visit  
**[bigcardio.org](http://bigcardio.org)**

Thank you for supporting  
South Florida's at-risk youth!  
To learn more, visit  
**[ReshapeTheirFuture.org](http://ReshapeTheirFuture.org)**

