



An annual event since 2008

BIG CARDIO

5K • FITNESS • SPORTS • CYCLE • FUN



CELEBRATING
12 YEARS
OF DOING GOOD!



2019 EVENT SPONSOR
AND PARTNER OPPORTUNITY



BENEFITTING

CHILDREN'S
FOUNDATION

Providing opportunity and hope for at-risk youth.



LET'S ADDRESS THIS IMPORTANT SOCIAL ISSUE TOGETHER!

This year in Florida, 4,000 teenagers between the ages of 13-17 will be left to grow up on their own and fend for themselves because they've been placed in the foster care system and have no parents or family to guide them. Without basic necessities such as money, transportation, a roof over their heads or intentional guidance, most will experience a negative outcome. Statistics show that youth in foster care suffer extreme levels of stress, anxiety, and PTSD from the trauma they experienced and as a result, engage in high-risk, self-destructive behaviors such as addictions, self harm, violence, poor eating habits and poor hygiene. These behaviors manifested yield an unhealthy, compromised emotional and physical state such as malnutrition, obesity, diabetes, high blood pressure, STD's, dissociative disorder, and suicidal thoughts and actions. The youth also go into survival mode and often engage in theft, drug sales, and prostitution to get by or engage in gang activity to feel like they belong.

It's tragic because it's not their fault, and it's preventable. At BiG Children's Foundation, we recognize that for at-risk youth to thrive and succeed, they need love and a solid support system, healing and a productive outlet, guidance, education, skills and resources.

BiG Children's Foundation is committed to impacting the community by improving the human quality of life and providing resources. Our goal is to reshape the futures of teens in foster care in South Florida by restoring their health, improving their quality of life, and preparing them for a successful future.

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 12th Annual BiG Cardio Event on Saturday, May 4, 2019. 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 will receive a benefits package customized to meet your corporate objectives. As partners, we'll connect the dots of your services to ours and together be a game-changer for a critical social issue in South Florida.

Would you consider partnering with us to impact public health by changing the current negative trajectory of teens in foster care, to one that is positive, healthy and successful?

For more info about our mission, please visit
ReshapeTheirFuture.org





TEEN'S RESPONSES FROM A RECENT 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."

BiG Children's Foundation is a 501 (c) 3 non profit organization that was founded in March of 2015 and offered mentoring and community service hours to at-risk youth and teens in foster care. After learning of the health and wellness gap in South Florida's current system of care for teens in foster care, BCF's mission evolved and purposed to restore health, improve quality of life, and prepare teens for a successful future. This is done through mentoring, counseling, and curriculum that includes health and wellness training for the duration of the program, culinary and nutrition, arts and education, life and professional skills development, leadership development and resource provision.

BCF offer's long-term wrap-around services to local child welfare agencies at no charge for youth age 13-21 residing in the foster care system or living in high-risk environments. Since our inception and expanse in mission focus, we have served 40 youth directly through program enrollment, and 100+ indirectly through community initiatives and event team-building activities. We welcome youth from the tri-county area (Broward, Palm Beach, Miami-Dade), however, our focus and majority to date have resided in Broward County. Our programs are curriculum-based and run from September through June, with summer months focusing on new student recruitment through fun camps and outreach activities.

We aim to increase the number of direct program enrollment by 30% in the 2019-20 season. Our annual operating budget is \$264,000 and we are financially supported by individual donors, foundations, corporate giving programs and sponsorships.

BiG Children's Foundation is committed to reshaping the futures of teens in foster care and giving them a second chance at health, happiness and success.

To learn more, please visit ReshapeTheirFuture.org



40
TEENS SERVED
through direct
programs
enrollment

100+
TEENS SERVED
through indirect
activities

INCREASE
ENROLLMENT
BY 30%
In 2019-20
season



**CELEBRATING
12 YEARS
OF DOING GOOD!**

EVENT DEMOGRAPHICS

EVENT AGE: 12th YEAR

PROJECTED ATTENDANCE: 1,000+

PLUS OPPORTUNITY FOR GROWTH AND 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%
-----------------------------------	------

bigcardio.org



EVENT FACT SHEET

Saturday, May 4, 2019
6am - 12pm

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

VIP LOUNGE BUFFET

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

BiG FUN ZONE

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

bigcardio.org

ACTIVITY SPONSOR

\$5,000

YOUR BRAND TITLES ONE OF THE FOLLOWING AREAS:

- SPORTS (INCLUDES VOLLEYBALL, SOCCER, BASKETBALL)
- OBSTACLE COURSE AND 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 1,000 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

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

bigcardio.org

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

Was ~~\$500~~

Now **\$250**

NON-PROFIT RATE Was \$250 Now **\$125**
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

Was ~~\$150~~

Now **\$100**

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

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

bigcardio.org

2019 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~~ \$250 Merchant Booth
- ___ ~~\$250~~ \$125 Non-profit Booth (must have current determination letter)
- ___ \$150 \$100 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 make payment at bigcf.org using the DONATE button. In NOTES box during payment, please write “BiG Cardio 2019 Sponsorship.”
 OR, 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:
 2020 McNab Road, Fort Lauderdale, FL 33309