



An annual event since 2008

BIG CARDIO

5K • FITNESS • SPORTS • CYCLE • FUN



CELEBRATING
15 YEARS
OF DOING GOOD!



2022 EVENT SPONSOR
AND PARTNER OPPORTUNITY



**CHILDREN'S
FOUNDATION**

Providing opportunity and hope for at-risk youth.



WHEN YOU SPONSOR BIG CARDIO, YOU ARE 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, and more. Without basic necessities such as money, transportation, a roof over their heads, or guidance, 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 15th Annual BiG Cardio Event on Saturday, May 7, 2022. 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

**56
HIGH-RISK
TEENS**
in program

SERVE

**150+
TEENS**
via direct
services

INCREASE

ENROLLMENT
in 2022/2023
season

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 poor physical/emotional health of the teens, and the gripping statistics of negative outcomes and failure rates of those aging out, BCF’s mission evolved and purposed to restore health, improve quality of life, train, educate, and prepare teens for a successful future. 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 education, tutoring, life and professional skills development, leadership development and resource provision.

BCF offers services to local child welfare agencies and shelters to youth age 13 up. Our curriculum-based programs coincide with the Broward County School Schedule and run from September through June, with summer months focusing on summer enrichment camps, and outreach activities.

We aim to triple the number of direct program enrollment in the 2022/2023 season. Our operating budget is \$399,846 and we are financially supported by individual donors, foundations, churches, businesses, corporate giving programs and sponsorships.

BiG Children’s Foundation is committed to reshaping the futures of teens while in foster care, so they have a happy, healthy successful transition into adulthood and beyond.

To learn more, please visit ReshapeTheirFuture.org





CELEBRATING
15 YEARS
OF DOING GOOD!

EVENT DEMOGRAPHICS

EVENT AGE: 15th YEAR

**PROJECTED ATTENDANCE: 750+
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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EVENT FACT SHEET

Saturday, May 7, 2022
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
- 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

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

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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
- 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)
- 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

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2ND BILLING 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
- Logo on 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

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 750+ people. Food should be able to serve approximately 150-200 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
- Logo on BiG Cardio website - 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

bigcardio.org

FUN ZONE SPONSOR

\$7,500

YOUR BRAND IS EXCLUSIVE AND TITLES THE FUN ZONE

These areas are situated in highly trafficked areas of the event giving your brand the potential of being seen by over 750+ 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
- 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



OFFICIAL SPORTS & FITNESS SPONSOR

\$5,000

YOUR BRAND IS EXCLUSIVE AND ENTITLES THE FOLLOWING AREAS:

- ☐ SPORTS (includes soccer, volleyball, basketball tournaments)
- ☐ FITNESS (includes obstacle course and all fitness areas)

- 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
- Logo on BiG Cardio website - www.bigcardio.org
- Logo featured on event T-shirts
- 5 complimentary participant entries
- 2 complimentary VIP Lounge wristbands



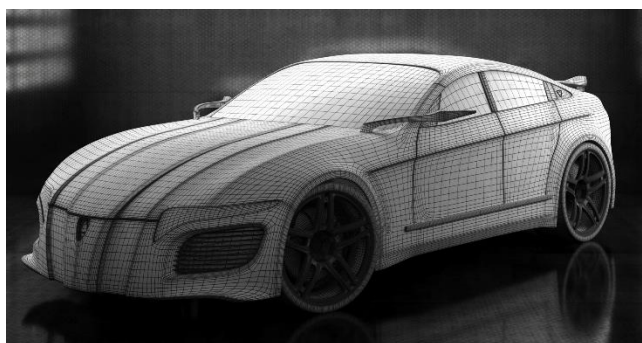
For sponsorship information, please call (954) 933-3129 or email joyce@bigcf.org

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MOBILE / ROAMING MASCOT \$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. 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 750+ 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

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

\$1,500

- 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 VIP Lounge wristbands



HIGH-VISIBILITY CORNER BOOTH (3 opportunities available)

\$750

- 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



MERCHANT BOOTH

NON-PROFIT RATE

must provide current 501(c)3 determination letter

Was \$500

Was \$250

Now \$300

Now \$150

- Merchant 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

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ReshapeTheirFuture.org



2022 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 | Fun Zone Sponsor |
| <input type="checkbox"/> \$5,000 | Official Sports and Fitness Sponsor |
| <input type="checkbox"/> \$5,000 | Mobile / Roaming Mascot (unlimited opportunities) |
| <input type="checkbox"/> \$2,500 | Premium Display Space (2 opportunities available) |
| <input type="checkbox"/> \$1,500 | Premium Booth In-the-Round (2 opportunities available) |
| <input type="checkbox"/> \$750 | High-Visibility Corner Booth (2 opportunities available) |
| <input type="checkbox"/> \$500 \$300 | Merchant Booth (unlimited opportunities) |
| <input type="checkbox"/> \$250 \$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. Then make payment at organization website, www.bigcf.org, by selecting the red DONATE button on the top right. In NOTES box during payment, please write "BiG Cardio 2022 Sponsorship."

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