



An annual event since 2008

# BIG CARDIO

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 11<sup>th</sup> 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.

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

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



## EVENT DEMOGRAPHICS

EVENT AGE: 11<sup>th</sup> 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%
-----------------------------------	------

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

AN ANNUAL EVENT SINCE 2008  
**BIG CARDIO**  
5K • FITNESS • SPORTS • CYCLE • FUN



**CELEBRATING  
11 YEARS  
OF DOING GOOD!**

## EVENT FACT SHEET

**Saturday, May 5, 2018  
6am - 2pm**

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
- 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

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

## 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](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



## 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

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

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

**\$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

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

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

**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](mailto: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