



An annual event since 2008

BIG CARDIO

5K • FITNESS • SPORTS • CYCLE • FUN



CELEBRATING
13 YEARS
OF DOING GOOD!



2020 EVENT SPONSOR
AND PARTNER OPPORTUNITY



**CHILDREN'S
FOUNDATION**

Providing opportunity and hope for at-risk youth.



LET'S ADDRESS THIS IMPORTANT SOCIAL ISSUE TOGETHER!

This year in Florida, thousands of teens and young people between the ages of 13-23 will be left to grow up on their own and fend for themselves because they are in and aging out of foster care 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 who have entered 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, poor hygiene and more. These behaviors manifested yield an unhealthy, compromised emotional and physical state such as malnutrition, obesity, diabetes, high blood pressure, STD's, dissociative disorder, suicidal thoughts, and other destructive behaviors. The youth go into survival mode and often engage in theft, illegal 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 reshaping their futures by restoring their health, improving their quality of life, and preparing them for success!

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 13th Annual BiG Cardio Event on Saturday, May 2, 2020. In doing so, you can watch your investment not only impact the community, but change individual lives!

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 needs and 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.

We invite you to read on and consider partnering with us to change the current negative trajectory of teens in and aging out of foster care, to a trajectory that is positive, healthy and successful.





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.”

ENROLL

**56
HIGH-RISK
TEENS**
in program

SERVE

**100+
TEENS**
via indirect
services

INCREASE

ENROLLMENT
in 2020
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 intentional mentoring, counseling, and curriculum that includes health and wellness training, culinary arts, nutrition, performance arts, education, life and professional skills development, leadership development and resource provision.

BCF offer’s long-term services to local child welfare agencies at no charge for youth age 13-23 residing in the foster care system or living in high-risk environments. 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 2020 season. Our projected annual operating budget is \$275,000 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 and aging out of foster care and giving them a second chance at health, happiness and success.

To learn more, please visit ReshapeTheirFuture.org





CELEBRATING
13 YEARS
OF DOING GOOD!

EVENT DEMOGRAPHICS

EVENT AGE: 13th YEAR

PROJECTED ATTENDANCE: 750+

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%
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CELEBRATING
13 YEARS
OF DOING GOOD!

EVENT FACT SHEET

Saturday, May 2, 2020
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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EXCLUSIVE TITLE SPONSOR

\$25,000

CUSTOM PACKAGE

This package will give you naming rights to the event and 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 IN TITLE POSITION AT START AND FINISH LINES AS WELL AS ALL OTHER PROMOTIONS

- 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)
- 20 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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CO-PRESENTING SPONSORS (in lieu of Title Sponsor)

\$15,000ea.

YOUR BRAND WILL HAVE SHARED PRESENCE AS THE PRESENTING SPONSORS. Will be included in, but not limited to, the following materials with the potential of making over 1,000,000 brand impressions. (Note: This option will not be available if a Title Sponsor is secured.)

- 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)
- 10 complimentary participant entries
- 6 complimentary VIP Lounge wristbands

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

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MAIN STAGE SPONSOR

\$10,000

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 750+ people.

- Your brand assumes title of the Main Stage and is mentioned accordingly
- 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
- 4 complimentary VIP Lounge wristbands



EVENT SPONSOR

\$10,000

YOUR BRAND IS EXCLUSIVE AND 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 750+ people.

☐ FUN ZONE

☐ PROMENADE GARDEN SEATING

- 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



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VIP LOUNGE SPONSOR

\$10,000

YOUR BRAND IS EXCLUSIVE AND 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 comfortable seating and a scrumptious buffet that you will provide in lieu on 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

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OFFICIAL SPORTS SPONSOR / OFFICIAL FITNESS SPONSOR

\$5,000

YOUR BRAND IS EXCLUSIVE AND TITLES ONE OF 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



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 750+ people.

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



MOBILE SPONSOR OR 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.

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

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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
- 2 complimentary VIP Lounge wristbands



HIGH-VISIBILITY CORNER BOOTH (3 opportunities available)

\$1,000

- 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 participant entries
- 2 complimentary VIP Lounge wristbands



MERCHANT BOOTH

NON-PROFIT RATE

must provide current 501(c)3 determination letter

Was \$500

Was \$250

Now \$250

Now \$125

- 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

RACE COURSE SPONSOR

Was \$150

Now \$100

- Company name / logo to be recognized with signage along race course

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South Florida's at-risk youth!
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ReshapeTheirFuture.org

2020 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:

- | | |
|----------------------------|---|
| ___ \$25,000 | Title Sponsor |
| ___ \$15,000 each | (2) Co-Presenting Sponsors |
| ___ \$10,000 | Main Stage Sponsor |
| ___ \$10,000 each | Event Sponsor - <input type="checkbox"/> Fun Zone / <input type="checkbox"/> Promenade Garden Seating |
| ___ \$10,000 | VIP Lounge Sponsor |
| ___ \$5,000 each | <input type="checkbox"/> Official Sport Sponsor / <input type="checkbox"/> Official Fitness Sponsor |
| ___ \$5,000 | Premium Display Space |
| ___ \$5,000 | Mobile Sponsor / Roaming Mascot |
| ___ \$2,500 | Premium Booth In-the-Round |
| ___ \$1,000 | High-Visibility Corner Booth |
| ___ \$500 \$250 | Merchant Booth |
| ___ \$250 \$125 | Non-profit Booth (must have current determination letter) |
| ___ \$150 \$100 | Race Course Sponsor |

Email JPG logo, or, print your company name on the line below and it will be printed in block letters:

___ 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 online at bigcf.org using the DONATE button. In NOTES box during payment, please write "BiG Cardio 2020 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