

2024

AN ANNUAL EVENT SINCE 2008

BIG CARDIO

5K • FITNESS • SPORTS • CYCLE • FUN



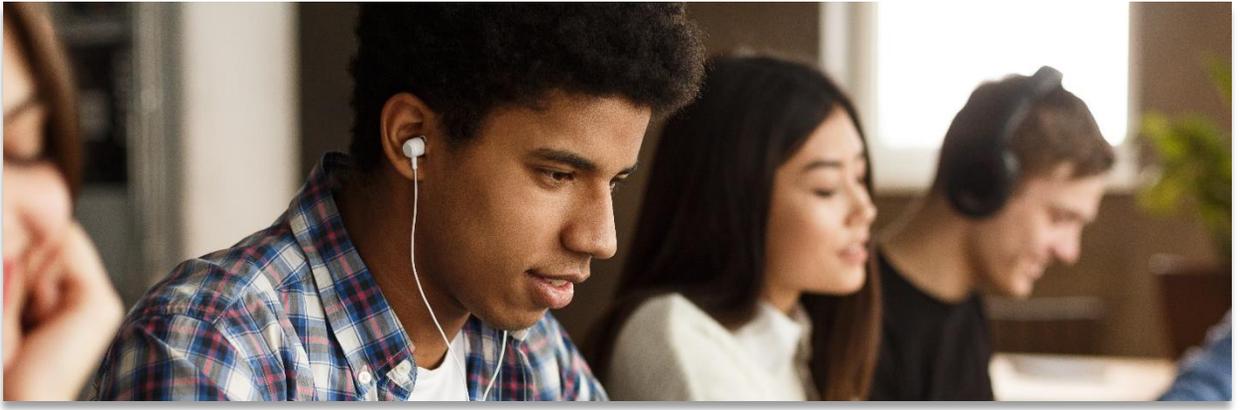
CELEBRATING
16 YEARS
OF DOING GOOD!



2024 EVENT SPONSOR
AND PARTNER OPPORTUNITY



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 healing, guidance and education, youth 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 16th Annual BiG Cardio Event on Saturday, March 2, 2024. This unique South Florida favorite encompasses a 5K, 3.1 walk, 1-mile prayer walk, 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 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 and education, 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 2024. 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 2024
season

We aim to triple the number of direct program enrollment in the 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
To learn more about the Education Center, please visit FYEC.org



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CELEBRATING
16 YEARS
 OF DOING GOOD!

EVENT DEMOGRAPHICS

EVENT AGE: 16th 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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EVENT FACT SHEET

Saturday, March 2, 2024
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 / 3.1 Walk
- 1-Mile Prayer Walk
- Cardio Class
- Stationary Cycling
- Obstacle Course with Team Challenges
- Fitness Yoga
- Kid's Fitness

SPORTS OPTIONS

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

FUN ZONE FOR ALL

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

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PRESENTING SPONSOR

\$15,000

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.

- Radio Schedule - 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 finish 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 when applicable
- 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

bigcardio.org

BATTLE ZONE SPONSOR (formerly FUN ZONE)

\$5,000

YOUR BRAND IS EXCLUSIVE AND TITLES THE BATTLE 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
- 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



SPORTS SPONSOR

\$5,000

YOUR BRAND IS EXCLUSIVE AND ENTITLES ALL THE FOLLOWING AREAS:

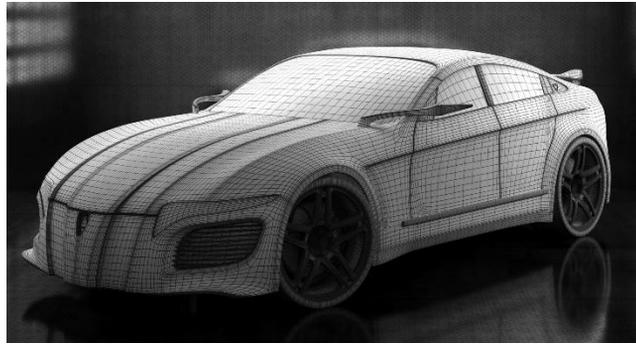
- Pickleball
- Soccer
- Volleyball
- Basketball

- 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
- 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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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 600+ 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 / 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



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bigcardio.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

NON-PROFIT RATE

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

Now \$350

Now \$175

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

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2024 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"/> \$5,000 | Battle 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"/> \$500 | High-Visibility Corner Booth (2 opportunities available) |
| <input type="checkbox"/> \$350 | Business Booth (14 opportunities) |
| <input type="checkbox"/> \$175 | 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

CREDIT CARD: Email completed and signed agreement to joyce@bigcf.org, then call (954) 933-3129 to make payment.

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

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email joyce@bigcf.org
To learn more, visit
bigcardio.org

Thank you for supporting
South Florida's at-risk youth!
To learn more, visit
ReshapeTheirFuture.org

