Sponsorship Growth for Your Nonprofit
About Big Buzz Idea Group

Many nonprofit executives lack the time, staff, skills and funding they need to succeed. Big Buzz Idea Group fills gaps in management, marketing and events so you can focus on the big picture and position your organization to thrive.

Big Buzz Idea Group fuels nonprofit organizations to fuel positive change in the world.
WELCOME TO OUR
MUSCULAR DYSTROPHY
"CARNIVAL"
Sponsorship Defined

A person, firm or company that supports an event, team or organization through a monetary commitment or a product/service donation in exchange for business exposure and/or a chance to connect with potential customers.
Why Do Companies Sponsor?

- Brand Visibility
- Brand Introduction
- Consumer Connection
- Lead Generation
- Direct Sales
- Goodwill/CSR
- Reaching Niche Audiences

- Community Support
- Employee Engagement
- Promotion/Media
- Audience Insights
- Thought-Leadership
What Can Be Sponsored?

- Events
- Awards
- Donor Walls
- Computer Labs
- Vehicles
- Programs
- Rooms/Fields/Courts
- Entertainment

- Meals
- Technology
- Retreats
- Volunteer Program
- Annual Video
- Direct Service (Beds, Meals, Backpacks, etc.)
- Breakout Rooms
Developing a Sponsorship Package

- Cover Letter
- Organizational Info
- Data/Infographic
- Sponsorship Options
- Registration Form
Storytelling

- Demographics
- Statistics
- Impact
- Goals
- Why does it matter?
SOCIAL AFTER 6 SPONSORSHIP

Wine About Winter

About Event:
Oh the weather outside is frightful, but Community Tavern is so delightful. Since there is no place to go, let’s sip on some wine and try to forget the cold. The lights are turned way down low, so head on over and enjoy a live show.

Event Purpose:
Wine about Winter takes a satirical approach to coping with the struggles Chicagoans face during our infamous winters and turns them into a community bonding experience. The event follows the model of “light, quick, and easy” to help execute fun and engaging events in order to build community, cultivate place, and support businesses. The event brings local residents through the doors of your business in a way that is inviting, cultivates experience, and creates significance in memories. This event will help you build a larger customer-base and promote customer loyalty. Simultaneously, the partnership between Six Corners Association and Community Tavern helps us collaboratively foster a sense of community and place that yields positive growth for our community.
SPONSORSHIP OPPORTUNITIES
DEMOGRAPHICS

41% of the residents are between 30 and 59

45.7% of the residents are married

Average household income is $68,000

13% of businesses in Six Corners have been open 25 years or longer

48.5% of Six Corners businesses are independently-owned

Over 50 new businesses have opened in Six Corners since 2014

$47,696 median household income

34.7 median age

71,197 total population
PROMO SUMMARY

7,210 daily impressions on Facebook

3,200 impressions via the electronic newsletter weekly

3,000 impressions via the OIPA newsletter each month

5,600 visits on the SCA website quarterly

92,000 Vehicles pass through Six Corners daily

1 mil+ impressions via posters displayed via area kiosks
Our strength is in our numbers

U.S. Women Business Owners

- Own more than 1.6 MILLION firms
- Generate $1.7 TRILLION in sales
- Employ nearly 9 MILLION people

NAWBO Women Business Owners

- Owned business on average of 10 years
- 65% make more than $1 MILLION in annual sales
- 68% of businesses that have employees
- Access to capital: 58% use credit cards
- Industry sectors: 35% professional, scientific, technical services
- Highly educated: 39% post-graduate degree

Your partnership makes us stronger

BigBuzzIdeaGroup.com
Ribfest Chicago

JUNE 12-14, 2020

The Summer Tradition of BBQ, Music and More!

Join 100,000 fans for 80,000 pounds of pork and 25 hours of fun! Rain or shine, we'll be there!

Five-time winner of the coveted “Best Food Fest” in Chicago, Ribfest Chicago returns to Waite Park this year. An updated menu that highlights local food, Chicago and new Main Stage, Lounge and a new family fun area, with many more surprises.

After 30 years and nearly a million satisfied customers, nothing comes close to the original. Ribfest Chicago continues to evolve and improve so our audience and event partners keep coming back for more. A part of the unveiling of this all new recipe for summer fun. It's the perfect venue to align your brand and engage with Chicago.

RIBFEST-CHICAGO.COM

HOSTED BY
Northcenter

PRODUCED BY
BigBuzz IdeaGroup

PHOTOS: Steven L. Gross
Two Sponsorship Theories

Standard Packages
• Generalized
• Sponsor “Kit”
• Multiple Choices
• Various Prices

Customized Packages
• Targeted
• Specific Ask
• A Single Focus
• Larger Pricetag
Create an Asset Inventory

- Speaking Opps
- Email Reach
- Social Media Reach
- Volunteers
- Attendees
- Other Visibility Opps
- Displays
- Tickets
- Posters/Flyers/Etc.
- Volunteer Shirts
- Invitations
- Signage
- Website Banners/Ads
Form Styles
# Form Styles

![NAWBO Logo](image)

<table>
<thead>
<tr>
<th>CORPORATE PARTNERSHIPS</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
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<th>SILVER</th>
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## BRANDING

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Form Styles

**RIB TIP ($2,500-$4,999)**
- Recognized from the Main Stage twice daily
- Includes a 10’ x 10’ space at the festival (Sponsor responsible for all equipment)
- Two company banners will be hung at Ribfest Chicago (Sponsor to provide)
- Company recognized in Chamber newsletter
- Company logo will be displayed on event stage banners and event web site
- Sponsor will receive 10 Ribfest Chicago passes and four T-shirts

**Promotional Campaign Sponsor**

**$1,000 — 3 AVAILABLE**

The Six Corners Association features three promotional campaigns annually to promote the businesses located in Six Corners:

1. **This Place Matters** — social media campaign that takes place in May as part of the National Trust for Historic Preservation program

2. **Shop Six Corners** — social media campaign that takes place in November and December as part of the nationwide “Shop Local” campaign. Encourages residents to shop at small, independently-owned businesses

3. **Thanks a Latte** — Thanks-a-latte gift cards will be distributed to people who are doing nice and neighborly things around Six Corners! From picking up trash to holding the door open for someone else, their good deeds will be featured on social media in August.

- As the featured sponsor of one of these promotional campaigns, your business will have its logo featured on all social media, emails and related promotional materials as the Presenting Sponsor of your particular campaign.
- Sponsor logo included on the web page for the campaign
- Business logo featured on social media via “Event Page” or “Campaign Frame” as applicable
## At-a-Glance Sponsorship Opportunities

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<th>SPONSORSHIP LEVEL</th>
<th>Platinum $20,000</th>
<th>Gold $15,000</th>
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## What's Included With Your Sponsorship

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<th>SPONSORSHIP LEVEL</th>
<th>Platinum $20,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
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Sponsorship Best Practices

• Ask Sponsors What Their Goals Are
• Customize Packages to Meet Sponsor Goals
• Don’t Giveaway Benefits
• Be Consistent
• Document Customized Packages
• Have a Signed Sponsor Agreement
Sponsorship Best Practices

• Be Wary of “Sponsorships” That Cost You Money
• Set Up In-Kind Valuation Parameters
• Develop a Policy for the Following:
  – Data Sharing/Privacy of Members
  – Sponsorships That Don’t Align with the Organization
  – Sponsorships That Don’t Add Value
Questions
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773.804.8589
www.BigBuzzIdeaGroup.com