



**GREAT BIG  
AUCTION**

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**Big Brothers  
Big Sisters®**

OF METROPOLITAN  
DETROIT

Thursday, October 6, 2022 • 6:00 p.m.

Ford Field Hall of Legends

**2022 SPONSORSHIP OPPORTUNITIES**

# About Big Brothers Big Sisters of Metropolitan Detroit

Inherent in every child is the ability to succeed and thrive. Our mission is to ignite the power and promise of youth through professionally supported one-to-one mentor relationships. We are committed to helping Littles (ages 7-17) access their own resourcefulness and resiliency in order to achieve their full potential. Since 1974, Big Brothers Big Sisters of Metropolitan Detroit has been providing mentors for our community's most vulnerable youth, including those growing up in poverty, living in single parent households or coping with parental incarceration.

## What is the Great Big Auction?

The Great Big Auction is the signature fundraising event for Big Brothers Big Sisters of Metropolitan Detroit, raising over \$150k annually to support mentoring programs for challenged youth in the tri-county area. This high-energy event draws a diverse crowd from across Metro Detroit. Featuring both a live and a silent auction, items are procured by a dedicated group of volunteers. Held at the Ford Field Hall of Legends, the event provides wonderful opportunities for identifying your brand with one of the most reputable, skilled, and evidence-based youth-serving organizations in the nation.

## Why Support the Great Big Auction?

Over the last two years, we've all had to adjust to a world no one could have predicted — but our mentoring hasn't stopped. Our Bigs continued to find innovative ways to stay connected to their Littles. And our agency has remained dedicated to connecting and supporting mentor relationships. But the COVID-19 pandemic exacerbated the challenges that many youth in our community face. The pandemic also highlighted the fundamental need for human connection that mentoring provides. As a result, the need for mentoring has grown tremendously, and more young people are waiting to be placed into a mentor relationship than ever before.

Your sponsorship of the Great Big Auction helps BBBSMD move more children off our waiting list and into meaningful, life-changing mentor relationships. Research shows that mentoring is a vital component of positive youth development, promoting academic success, engagement in extracurriculars, and connections to new opportunities. According to Youth Outcomes Surveys, youth demonstrate statistically significant gains in social acceptance and academics after just one year of enrollment in BBBS.

In addition to a host of benefits for your company's brand, sponsoring the Great Big Auction produces a substantial return on investment. Our success yields resilient kids and healthy communities. Become a Defender of Potential!

For more information, contact [Nicole.McKinney@bbbsdetroit.org](mailto:Nicole.McKinney@bbbsdetroit.org) or **313-309-9252**.

Big Brothers Big Sisters of Metropolitan Detroit is a 501(c)3 organization as recognized by the IRS. Donations are tax deductible. W9 available upon request.

# CORPORATE SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor - \$20,000

- 20 VIP Tickets to the Great Big Auction
- Logo on Big Brothers Big Sisters of Metropolitan Detroit website
- Logo on event video screens
- Full (inside front) page color advertisement in the Great Big Auction program book
- Live ongoing recognition from the stage during the event
- Ongoing recognition on all BBBSMD social media channels
- Company leader quote in official event Press Release
- Additional recognition as one of the following:
  - Bar sponsor
  - Auction sponsor
  - Food station sponsor
  - Raffle Sponsor

## Empowerment Sponsor - \$15,000

- 16 VIP tickets to the Great Big Auction
- Logo on Big Brothers Big Sisters of Metropolitan Detroit website
- Logo on event video screens
- Full (inside back) page color advertisement in the Great Big Auction program book
- Live ongoing recognition from the stage during event
- Ongoing recognition on all BBBSMD social media channels
- Additional recognition as one of the following:
  - Bar sponsor
  - Auction sponsor
  - Food station sponsor
  - Raffle Sponsor

## Inspiration Sponsor - \$10,000

- 10 VIP tickets to the Great Big Auction
- Logo on Big Brothers Big Sisters of Metropolitan Detroit website
- Logo on event video screens
- Half-page color advertisement in the Great Big Auction program book
- Live ongoing recognition from stage during event
- Ongoing recognition on all BBBSMD social media channels
- Additional recognition as one of the following:
  - Bar sponsor
  - Auction sponsor
  - Food station sponsor
  - Raffle Sponsor

## Leadership Sponsor - \$5,000

- Logo on Big Brothers Big Sisters of Metropolitan Detroit website
- Logo on Electronic Banner at the Great Big Auction
- 6 VIP Tickets to the Great Big Auction
- Half-page color advertisement in the Great Big Auction program book
- Live ongoing recognition from stage at the Great Big Auction
- Ongoing recognition on all BBBSMD social media channels
- Additional recognition as one of the following:
  - Bar sponsor
  - Auction sponsor
  - Food station sponsor
  - Raffle Sponsor

## Defining Sponsor - \$2,500

- Logo on Big Brothers Big Sisters of Metropolitan Detroit website
- Logo on Electronic Banner at the Great Big Auction
- 4 VIP Tickets to the Great Big Auction
- Quarter page color advertisement in the Great Big Auction program book
- Live ongoing recognition from stage at the Great Big Auction
- Ongoing recognition on all BBBSMD social media channels
- Additional recognition as one of the following:
  - Bar sponsor
  - Auction sponsor
  - Food station sponsor
  - Raffle Sponsor

Please complete the form on the following page for your preferred level of sponsorship.

# SPONSORSHIP FORM

Please complete the information below confirming your sponsorship details. *Please print.*

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Yes, this confirms our support of the **Great Big Auction** on Thursday, October 6, 2022 at the Ford Field Hall of Legends as follows:

- \$20,000
- \$15,000
- \$10,000
- \$5,000
- \$2,500

## PAYMENT INFO

My check in the amount of \$ \_\_\_\_\_ is enclosed. Checks are payable to Big Brothers Big Sisters of Metropolitan Detroit , 2470 Collingwood, Suite 218, Detroit, MI 48206

Invoices and W9 will be sent electronically upon request to Regina.Reid@bbbsdetroit.org, Your support will be outlined and confirmed upon receipt of payment.

Your prompt response to our request for logos/artwork requirements for your sponsorship is greatly appreciated.