



10.20.18

Sponsorship Opportunities



Big Brothers Big Sisters
of Northwest Florida

About Big Brothers Big Sisters

For 29 years, Big Brothers Big Sisters of Northwest Florida has been the area's leader in one-to-one youth services. We match caring, adult mentors with children ages 6 through 18 who come primarily from single-parent homes. As a child, each one of us had someone to support us other than our parents - someone who broadened our horizons, pushed us to do better, and brought a little magic into our lives. A Big Brother or Big Sister does just that for the children who need it the most across our service area of Escambia, Santa Rosa, Okaloosa, Walton and Bay Counties.

Our Mission

Our mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

Our Vision

Our vision is that all children achieve success in life.

What is Fenner Ride?

Dedicated to the memory of avid cyclists Dr. Fenner McConnell and Matt Wantz, Fenner Ride is a century ride that takes cyclists from the historic city of Milton to the woodlands of the Blackwater Forest and back again. Along the way, the winding course offers a unique chance to experience Northwest Florida's native wildlife, natural environments, and beautiful scenery. A portion of the ride follows the Blackwater State Heritage Trail, selected as one of Florida's most scenic greenways. Proceeds from the event benefit Big Brothers Big Sisters of Northwest Florida.

Why Sponsor?

Did you know one in three children will grow up without a mentor? In Escambia and Santa Rosa Counties, that equates to more than 34,900 children in our community who are in need of a mentor to help lead them on a successful path to adulthood. By contributing to Fenner Ride, you are making a direct impact to the children who need it the most.

Local Impact: Your money stays local. Every dollar stays in Northwest Florida to support the agency and matching services for children in our community. Last year, Big Brothers Big Sisters of Northwest Florida served 616 children through one-to-one mentoring. Our reports show that out of our Littles matched six months or longer:

- 97% have remained crime free
- 85% maintained or improved in reading
- 88% maintained or improved in school attendance
- 82% maintained or improved in math
- 81% maintained or improved in science

Brand Awareness: For more than 100 years, Big Brothers Big Sisters of America has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's largest donor and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adults and children in communities across the county. A sponsorship of Fenner Ride is a meaningful way to partner with your local Big Brothers Big Sisters agency to develop positive relationships that have a direct and lasting effects on the lives of young people in our community.

Sponsorship Levels

Presenting Sponsor—\$5,000 (exclusive)

Company receives recognition as “Presenting Sponsor” of Fenner Ride including:

- Event will be presented by “Your Company Name” on all media advertising
- Company logo included on back drop for post-ride photo opportunity
- Presenting sponsor announcement in pre-ride press release
- Company logo on agency event webpage with direct link to your company website
- Six (6) complimentary registrations to participate in Fenner Ride
- Six (6) complimentary event t-shirts
- Premier placement of company logo on event t-shirt
- Company informational table at registration area (provided and staffed by company)
- Opportunity to provide 400 riders with company branded, agency approved information in the pre-ride packet
- Company name recognized by emcee
- Logo printed on official “welcome” banner
- Logo and sponsorship level announced on event Facebook page, Instagram, and Twitter
- Inclusion in post-ride thank you ad

Grub Sponsor—\$3,000 (exclusive)

Company receives recognition as “Grub Sponsor” of Fenner Ride including:

- Company logo prominently displayed at breakfast and lunch areas as “Grub Sponsor”
- Four (4) complimentary registrations to participate in Fenner Ride
- Four (4) complimentary event t-shirts
- Company logo placed on event t-shirt
- Company informational table at registration area (provided and staffed by company)
- Opportunity to provide 400 riders with company branded, agency approved information in the pre-ride packet
- Company name recognized by emcee
- Logo printed on official “welcome” banner
- Logo and sponsorship level announced on event Facebook page, Instagram, and Twitter
- Inclusion in post-ride thank you ad

Premium Sponsor—\$2,500

Company receives recognition as “Premium Sponsor” of Fenner Ride including:

- Four (4) complimentary registrations to participate in Fenner Ride
- Four (4) complimentary event t-shirts
- Company logo placed on event t-shirt
- Company informational table at registration area (provided and staffed by company)
- Opportunity to provide 400 riders with company branded, agency approved information in the pre-ride packet
- Company name recognized by emcee
- Logo printed on official “welcome” banner
- Logo and sponsorship level announced on event Facebook page, Instagram, and Twitter
- Inclusion in post-ride thank you ad



Course Directional Sign Sponsor—\$2,000 (exclusive)

Company named as “Course Directional Sign Sponsor” for the Fenner Ride including:

- Logo displayed on a minimum of fifty (50) directional signs along the course
- Two (2) complimentary registrations to participate in Fenner Ride
- Two (2) complimentary event t-shirts
- Company logo placed on event t-shirt
- Company informational table at registration area (provided and staffed by company)
- Opportunity to provide 400 riders with company branded, agency approved information in the pre-ride packet
- Company name recognized by emcee
- Logo printed on official “welcome” banner
- Logo and sponsorship level announced on Facebook event page
- Inclusion in post-ride thank you ad



Additional Options

Rest Stop Sponsor - \$1,500 (exclusive)

Company named as "Grub Sponsor" for the Fenner Ride, including:

- Logo displayed on signage at all five (5) rest stop locations
- Company logo placed on event t-shirt
- Company informational table at registration area (provided and staffed by company)
- Opportunity to provide 400 riders with company branded, agency approved information in the pre-ride packet
- Company name recognized by emcee
- Logo printed on official "welcome" banner
- Logo and sponsorship level announced on Facebook event page
- Inclusion in post-ride thank you ad

Gold Sponsor - \$1,000

Company named as "Gold Sponsor" for the Fenner Ride, including:

- Company informational table at registration area (provided and staffed by company)
- Company name recognized by emcee
- Logo printed on official "welcome" banner
- Logo and sponsorship level announced on Facebook event page
- Inclusion in post-ride thank you ad



Silver Sponsor –\$500

Company named as “Silver Sponsor” for the Fenner Ride, including:

- Company name recognized by emcee
- Name printed on official “welcome” banner
- Logo and sponsorship level announced on Facebook event page
- Inclusion in post-ride thank you ad

Bronze Sponsor–\$250

Company named as “Bronze Sponsor” for the Fenner Ride, including:

- Name printed on official “welcome” banner
- Logo and sponsorship level announced on Facebook event page
- Inclusion in post-ride thank you ad





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