



## STAFF

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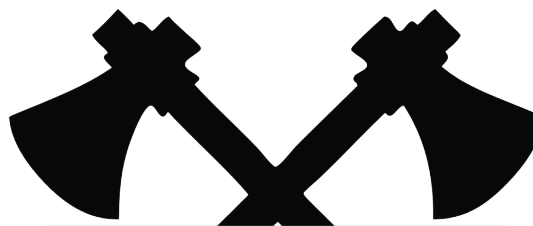
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# RAISE AN AXE

FOR KIDS' SAKE

 Big Brothers Big Sisters.  
OF SOUTHWESTERN ILLINOIS

November 2020

Dear Partner,

It is that time of the year when we start signing up teams for our annual Bowl for Kids' Sake event and I wanted to share with you some exciting changes we are making.

This year instead of bowling, we will Raise an Axe for Kids' Sake at The Axe Company in Fairview Heights and in Glen Carbon on four different Thursdays in April.

We hope you consider sponsorship of this year's event. Attached are the Raise an Axe for Kids' Sake sponsorship opportunities. **Whether you are looking to grow your business, engage your employees or just have a fun night out, we've got you covered.**

To ensure you receive full partnership benefits, please reply no later than March 15, 2021. For questions or more information, please contact me at [christinac@bbbsil.org](mailto:christinac@bbbsil.org) or 618.239.4078.

We can't do this work without you.

With deep gratitude,

Christina Cathcart  
Community Engagement Manager

	CLUTCH \$5,000	BULLSEYE \$2,500	TIMBER \$1,000	AXE \$500	TARGET \$250
INFO BOOTH AT EVENT	B				
SOCIAL MEDIA TAG ON EVENT POSTS	B	B			
TEAM OF 6 AT EVENT	1 team with super team treatment	Includes 1 team (6 people) at event			
INCLUSION IN EVENT SWAG BAGS	B	B	B		
SOCIAL MEDIA FEATURE	30 second promo video (sponsor to provide)	Spotlight about your company	Spotlight about your company	Shoutout to your company	
LIVE EVENT RECOGNITION BY CEO	Yes w/ opportunity for 1 min. presentation and/or throw out first axe at your session	B	B	B	
RECOGNITION ON MARKETING MATERIALS & E-BLASTS	B	B	B	B	
RECOGNITION ON EVENT WEBSITE	Featured logo with hyperlink	Prominent logo with hyperlink	Prominent name	Name	Name
SIGNAGE AT EVENT	Featured	Prominent	B	B	B
ACKNOWLEDGMENT IN AGENCY ANNUAL REPORT	B	B	B	B	B
VIRTUAL LUNCH AND LEARN FOR YOUR OFFICE	B	B	B	B	B

### Potential Promotional Audience (Stats based on 10/2019-10/2020 Audience)

- Website: 13k+ visitors ■ Social Media: 2,800 + followers & 30k+ annual impressions
- BFKS Audience: 160 participants including corporate teams, Bigs, and civic organizations with a mix of men and women, 21+

# Yes!

I want to be a Raise an Axe For Kids' Sake Partner.

## Company Information:

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

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

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Level:

☐ Clutch \$5,000\*      ☐ Bullseye \$2,5000      ☐ Timber \$1,000

☐ Axe \$500      ☐ Target \$250

## Payment Information:

☐ Check Enclosed

☐ Credit Card: # \_\_\_\_\_

Expiration: \_\_\_\_/\_\_\_\_ CVV: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

## Mail this form and your payment to:

2900 Frank Scott Parkway West #956  
Belleville, IL 62223

☐ We would also like to sign up for a team(s)

Upon making your sponsorship commitment, please provide a full color, high resolution logo in a vector format to [christinac@bbbsil.org](mailto:christinac@bbbsil.org) by **March 15, 2021**. Questions? Call 618-239-4078