



CORPORATE AND FOUNDATION PARTNERSHIPS 2024



**Big Brothers
Big Sisters®**
OF THE CAPITAL
REGION

IGNITE. DEFEND. EMPOWER.

NEW **PARTNERSHIP** OPPORTUNITIES FOR 2024

Join Big Brothers Big Sisters of the Capital Region to help create and support one-to-one mentoring relationships that ignite the power and promise of youth.



ABOUT BIG BROTHERS BIG SISTERS

Established in 1964, Big Brothers Big Sisters of the Capital Region provides children (we call them “Littles”), ages 6-18, with mentors (we call them “Bigs”) in professionally supported one-to-one relationships that ignite the power and promise of youth. In partnership with six local colleges and universities, school districts, businesses, and the community-at-large, we create relationships that change lives for the better, forever.

OUR PURPOSE: To clear the path to a child’s biggest future.

Over the long-term, our goal for our Littles is that they graduate by the time they are 18 years old with a path for the future and a mentor for a lifetime. Our programs are data-proven to create long-term social mobility, close opportunity gaps, and break the cycle of generational poverty.

CORPORATE AND FOUNDATION PARTNERSHIPS 2023



Mentoring Support Partnership (Underwrites Core Programs)

\$100,000 Defend Potential Community-Based Mentoring

This two-year partnership underwrites BBBSCR's core program. Community-Based mentoring relationships involve one-on-one outings and activities, doing things the Big and Little enjoy together, like taking a walk in the park, going to a museum, playing ball, exploring a new activity, or just hanging out and talking.

\$40,000 Empower Possibility Site-Based Mentoring

This annual partnership underwrites BBBSCR's site-based programs. BBBSCR partners with local businesses and colleges (currently at University at Albany, The College of St. Rose, Union College, Siena College, Skidmore College, and Rensselaer Polytechnic Institute) to offer one-to-one site-based mentoring relationships.

\$25,000 Ignite Opportunity One-to-One Mentoring Program

This annual partnership underwrites BBBSCR's Big Experience monthly program. Open the door to possibility for children from underserved families through our Big Experience monthly program serving current Littles and the children on our waiting list.

\$12,000 Platinum Level Mentoring Support

This annual partnership underwrites BBBSCR's general mentoring plus the U-CAN mentoring program serving Albany and Schenectady County adolescents in the juvenile justice system.

\$6,000 Gold Level Mentoring Support

This annual partnership underwrites BBBSCR's general mentoring plus the Fostering Futures mentoring program. Community volunteers serve as "extended families" for foster parents and children.

\$2,500 Silver Level Mentoring Support

This annual partnership underwrites several professionally-supported BBBSCR Big/Little matches for one year.

\$1,500 Bronze Level Mentoring Support

This annual partnership underwrites one professionally-supported BBBSCR Big/Little match for one year.

The Fall Classic Sponsorship

\$20,000 Presenting Sponsor

\$10,000 Achievement Sponsor

\$8,000 Mentoring Sponsor

\$5,000 Big Sponsor

\$2,500 Match Sponsor

\$1,500 Littles Sponsor

September 2024

This gala-style event features the presentation of the Igniting Potential Award to an individual and/or local business for their outstanding leadership and support for our mentoring programs. Proceeds from the gala directly support our professionally guided mentoring programs.

Bowl for Kids' Sake Sponsorship

\$10,000 Pro Bowler Sponsor

\$7,500 It's a Strike Sponsor

\$5,000 Counting on a Spare Sponsor

\$2,500 Head Pin Sponsor

\$1,500 7-10 Split Sponsor

March 3, 2024

Every year half a million people across the US including more than 500 Capital Region participants rally together to create teams comprised of community members and businesses to raise vital funds that help at-risk kids realize their potential, one relationship at a time.

For information, please contact:

Lea Montalto-Rook, CEO, at lea@bbbscr.org or (518) 862-1250

DEFEND POTENTIAL.

\$100,000 Defend Potential Community–Based Mentoring Program

This two-year partnership underwrites BBBSCR's core program. Community-Based mentoring relationships involve one-on-one outings and activities, doing things the Big and Little enjoy together, like taking a walk in the park, going to a museum, playing ball, exploring a new activity, or just hanging out and talking. Each match is unique and develops their own schedule that works for them. This program allows our Littles to experience the impact of a caring, adult mentor who can guide them to their biggest possible future. BBBSCR is committed to ensuring our Bigs are equipped to ignite and defend the potential of our youth. Professional mentoring support focuses on three main outcomes: educational success, establishing positive relationships with others, and making decisions that will have positive results.

EXCLUSIVE OPPORTUNITIES

- Branding as the Defending Potential lead sponsor on all communications and materials
- Logo signage at all on- and off-premises programs/events
- Invitation to Big/Little Meet and Greet reception
- Regular updates on 6 specific matches throughout the year
- Invitation to participate in interviews with media
- Opportunity to be premiere speaker in BBBSCR promotional video(s) for social media, PSAs, and any other appropriate video
- Logo on t-shirt for Bigs and Littles

PRINT & DIGITAL OPPORTUNITIES

- Logo featured on printed and e-letterhead (prominently placed)
- Logo featured in monthly e-newsletter masthead; 10,000 impressions monthly (exclusive)
- Logo featured in quarterly printed newsletter to MatchMaker Society Leadership Donors
- Six specific and exclusive feature posts throughout the year on social media (FB, Instagram, LinkedIn)
- Special recognition on BBBSCR website with link to company web page for 2 years
- Logo on printed and electronic rack cards disseminated at outreach "lunch and learns" and other community events

EVENT OPPORTUNITIES

- Volunteer opportunities for your company's employees, e.g. Bigs, board/associate board leadership, program/event planning, and presenting monthly program(s)
- Invitation to all events including donor appreciation receptions, fundraising events, monthly experiential session for Littles, and other programs
- Fall Classic event sponsorship at the Presenting Sponsor level including premiere recognition, logo prominently placed, if desired
- All benefits at the Presenting Sponsor level including:
 - Full-page ad (on front or back cover) in special event program book
 - Up to 12 guests at gala fundraising event
 - Logo signage at event and opportunity to speak

EMPOWER POSSIBILITY.

\$40,000 Empower Possibility Site-Based Mentoring Program

This annual partnership underwrites BBBSCR's site-based programs. BBBSCR partners with local businesses and colleges (currently at University at Albany, The College of St. Rose, Union College, Siena College, Skidmore College, and Rensselaer Polytechnic Institute) to offer one-to-one site-based mentoring relationships. These mentoring sessions are held twice a month during the school year. BBBSCR is committed to ensuring our Bigs are equipped to ignite and defend the potential of our youth. Professional mentoring support focuses on three main outcomes: educational success, establishing positive relationships with others, and making decisions that will have positive results. Providing Littles the opportunity to spend time on a college or business campus opens up a world of possibility for each to explore.

EXCLUSIVE OPPORTUNITIES

- Branding as the BBBSCR Empowering Possibility sponsor on all communications and materials
- Logo signage at all on- and off-premises programs/events
- Invitation to Big/Little Meet and Greet reception
- Regular updates on 5 specific matches throughout the year
- Invitation to participate in interviews with media
- Opportunity to participate in BBBSCR promotional video(s) for social media, PSAs, and any other appropriate venues
- Logo on baseball hat for Bigs and Littles

PRINT & DIGITAL OPPORTUNITIES

- Company name listing on e-letterhead (prominently placed)
- Logo featured in monthly e-newsletter; 10,000 impressions monthly (prominently placed)
- Logo featured in quarterly printed newsletter to MatchMaker Society Leadership Donors
- Four specific and exclusive feature posts throughout the year on social media (FB, Instagram, LinkedIn)
- Special recognition on BBBSCR website with link to company web page for 1 year
- Logo on printed and electronic rack cards disseminated at outreach "lunch and learns" and other community events

EVENT OPPORTUNITIES

- Volunteer opportunities for your company's employees, e.g. Bigs, board/associate board leadership, event planning, presenting monthly program(s)
- Invitation to all events including donor appreciation receptions, fundraising events, monthly experiential session for Littles, and other programs
- Fall Classic event sponsorship at the Achievement level including premiere recognition, logo prominently placed, if desired
- All benefits at the Achievement level including:
 - Full-page ad in special event program book, prominently placed
 - Up to 10 guests at premier fundraising event
 - Logo signage at event



IGNITE OPPORTUNITY.

\$25,000 Ignite Opportunity One-to-One Mentoring Program

This annual partnership underwrites BBBSCR's Big Experience monthly program. Open the door to possibility for children from underserved families through our Big Experience monthly program serving current Littles and the children on our waiting list. Your partnership will deepen the relationships between our Bigs and their Littles while providing enriching activities emphasizing educational success and individual growth for all of our children. The Big Experience program is offered monthly at our new office space and includes activities such as our BIG Back-to-School Party, goal setting & vision board creation, reading practice with Holmes the service dog, indoor pool parties, and the occasional field trips for college tours. While these monthly activities are inclusive of all of our children, they were designed so that the youth on our wait list could engage in fun, educational activities with professional BBBSCR staff and adult volunteers while they wait to be matched to their Big.

EXCLUSIVE OPPORTUNITIES

- Branding as the lead sponsor of the entire year of Big Experience monthly activities on all communications and materials
- Logo on Backpack distributed to the Littles as part of our August Big Back-to-School Party
- Logo signage at all on- and off-premises programs and events
- Invitation to Big/Little Meet and Greet reception
- Regular updates on 4 specific matches throughout the year
- Opportunity to be premiere speaker in BBBSCR promotional video(s) for social media, PSAs, and any other appropriate video

PRINT & DIGITAL OPPORTUNITIES

- Logo featured in monthly e-newsletter; 10,000 impressions monthly (prominently placed)
- Company name listing in quarterly printed newsletter to MatchMaker Society Leadership Donors
- Three specific and exclusive feature posts throughout the year on social media (FB, Instagram, LinkedIn)
- Special recognition on BBBSCR website with link to company web page for 1 year

EVENT OPPORTUNITIES

- Volunteer opportunities for your company's employees, e.g. Bigs, board/associate board leadership, event planning, presenting monthly program(s)
- Invitation to all events including donor appreciation receptions, fundraising events, and monthly experiential and other programs
- Fall Classic event sponsorship at Mentoring level; logo prominently placed if desired
- All benefits at the Mentoring level including:
 - Full-page ad in special event program book, prominently placed
 - Up to 8 guests at premier fundraising event

THE BBBSCR DIFFERENCE

91% of Littles reported a strong or increasing level of social competence.

89% of Littles stayed on track with or improved their emotion regulation skills.

75% of Littles kept a strong or increased sense of family connectedness.

\$12,000 Platinum Level Mentoring Support

This annual partnership underwrites BBBSCR's general mentoring plus the U-CAN mentoring program serving Albany and Schenectady County adolescents in the juvenile justice system. BBBSCR partners with Albany County Family Court, Schenectady County Family Court, and NY State Mentoring to offer children on probation the opportunity to meet with an assigned volunteer mentor for an hour each week. This rigorous mentoring program helps to put children on a positive path.

EXCLUSIVE OPPORTUNITIES

- Provides 8 community-based and 2 U-CAN Big/Little matches with professional mentoring support for one year
- Logo signage at all on and off-premises programs and events
- Invitation to Big/Little Meet and Greet reception
- Regular updates on 3 specific matches throughout the year
- Opportunity to participate in BBBSCR promotional video(s) for social media, PSAs, and any other appropriate venues

PRINT & DIGITAL OPPORTUNITIES

- Logo featured in monthly e-newsletter; 10,000 impressions monthly (prominently placed)
- Company name listing in quarterly printed newsletter to MatchMaker Society Leadership Donors
- Two specific and exclusive feature posts throughout the year on social media (FB, Instagram, LinkedIn)
- Special recognition on BBBSCR website with link to company web page for 1 year

EVENT OPPORTUNITIES

- Invitation to all events including donor appreciation receptions, fundraising events, and monthly experiential and other programs
- Fall Classic event sponsorship at Big level; logo prominently placed, if desired
- All benefits at the Big level including:
 - Full page ad in special event program book, prominently placed
 - Up to 6 guests at premier fundraising event

\$6,000 Gold Level Mentoring Support

This annual partnership underwrites BBBSCR's general mentoring plus the Fostering Futures mentoring program. Community volunteers serve as "extended families" for foster parents and children. Volunteers serve as Bigs to their Littles, and also pitch in when foster families ask for help with everyday tasks, affirming the value of foster families and helping to improve the stability for children in foster care.

EXCLUSIVE OPPORTUNITIES

- Provides 4 general mentoring and 1 Foster Futures Big/Little matches with professional mentoring support for one year
- Company name listing at all on- and off-premises programs and events
- Invitation to Big/Little Meet and Greet reception
- Regular updates on 1 specific match throughout the year

PRINT & DIGITAL OPPORTUNITIES

- Company name listing in monthly e-newsletter for one year; 10,000 impressions monthly
- Company name listing in quarterly printed newsletter to MatchMaker Society Leadership Donors
- Two specific and exclusive feature posts throughout the year on social media (FB, Instagram, LinkedIn)
- Special recognition on BBBSCR website with link to company web page for 1 year.

EVENT OPPORTUNITIES

- Invitation to all events including fundraising events, donor appreciation receptions, speaker series, and monthly experiential and other programs
- Fall Classic event sponsorship at Match level
- All benefits at the Match level including:
 - Half-page ad in special event program book
 - Up to 4 guests at premier fundraising event

\$2,500

Silver Level Mentoring Support

This annual partnership underwrites several professionally-supported BBBSCR Big/Little matches for one year.

EXCLUSIVE OPPORTUNITIES

- Provides 2 Big/Little matches with professional mentoring support for one year

PRINT & DIGITAL OPPORTUNITIES

- Company name listing in monthly e-newsletter for one year; 10,000 impressions monthly
- Company name listing in quarterly printed newsletter to MatchMaker Society Leadership Donors
- One specific and exclusive feature posts throughout the year on social media (FB, Instagram, LinkedIn)
- Special recognition on BBBSCR website with link to company web page for 1 year.

EVENT OPPORTUNITIES

- Invitation to all events including fundraising events, donor appreciation receptions, speaker series, and monthly experiential and other programs.
- Fall Classic event sponsorship at the Littles level
- All benefits at the Littles level including:
 - Quarter-page ad in gala program book
 - Up to 2 guests at gala event

\$1,500

Bronze Level Mentoring Support

This annual partnership underwrites one professionally-supported BBBSCR Big/Little match for one year.

EXCLUSIVE OPPORTUNITIES

- Provides one Big/Little match with professional mentoring support for one year

PRINT & DIGITAL OPPORTUNITIES

- Company name listing in monthly e-newsletter for one year; 10,000 impressions monthly
- Company name listing in quarterly printed newsletter to MatchMaker Society Leadership Donors
- One featured post on social media (FB, Instagram, LinkedIn)
- Special recognition on BBBSCR website with link to company web page for 1 year.


EVENT OPPORTUNITIES

- Invitation to all events including fundraising events, donor appreciation receptions, speaker series, and monthly experiential and other programs.
- Fall Classic event sponsorship at the Littles level
- All benefits at the Littles level including:
 - Quarter-page ad in gala program book
 - Up to 2 guests at gala event

**IMPROVING OUTCOMES
FOR YOUTH**

99% of Littles had little to no police and juvenile justice contact.

96% of Littles avoided or ceased substance abuse.



Not only do we need to continue to
ignite the potential in our youth,
but we also need to protect it.

THE BBBSCR DIFFERENCE

85%

of Littles stayed on track with or improved their grades.

92%

of Littles kept or created plans for high school graduation and beyond.

93%

of Littles bullied infrequently or decreased their bullying behaviors.

95%

of Littles stayed on track with or improved behavior in school.

BOWL FOR KIDS' SAKE

March 3, 2024 at Spare Time, Clifton Park

Every year half a million people across the US including more than 500 Capital Region participants rally together to create teams comprised of community members and businesses to raise vital funds that help at-risk kids realize their potential, one relationship at a time.

Join us for this year's Luau on the Lanes—a day of bowling with friends and colleagues, friendly competition between corporate teams, and fun and fellowship while raising funds in support of BBBSCR's one-to-one mentoring programs.

SPONSORSHIP OPPORTUNITIES

\$10,000 Pro Bowler Sponsor

- Receive a special invite for 6 guests to our Annual Achievement Celebration with Bigs/Littles
- Lane sponsor
- Company name highlighted on printed materials and in event signage
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, press releases, monthly e-blasts, and a full-page ad in the Bowlers Handbook
- Invitation for ten to special Donor Appreciation event
- Compete with up to 5 teams of up to five bowlers each
- Beverages and pizza for participants

\$7,500 It's a Strike Sponsor

- Receive a special invite for 4 guests to our Annual Achievement Celebration with Bigs/Littles
- Lane sponsor
- Company name listed on printed materials and in event signage
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, press releases, event related e-blasts, and a full-page ad in the Bowlers Handbook
- Invitation for eight to special Donor Appreciation event
- Compete with up to 4 teams of up to five bowlers each
- Beverages and pizza for participants

\$5,000 Counting on a Spare Sponsor

- Receive a special invite for 4 guests to our Annual Achievement Celebration with Bigs/Littles
- Lane sponsor
- Company name listed on printed materials and in event signage
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, press releases, event related e-blasts, and a half-page ad in the Bowlers Handbook
- Invitation or six to special Donor Appreciation event
- Compete with up to 3 teams of up to five bowlers each
- Beverages and pizza for participants

\$2,500 Head Pin Sponsor

- Lane sponsor
- Company name listed on printed materials and in event signage
- Recognition on BBBSCR website, Facebook page, event related e-blasts, and a half-page ad in the Bowlers Handbook
- Invitation for four to special Donor Appreciation event
- Compete with up to 2 teams of up to five bowlers each
- Beverages and pizza for participants

\$1,500 7-10 Split Sponsor

- Lane sponsor
- Company name listed on printed materials and in event signage
- Recognition on BBBSCR website, Facebook page, and a quarter-page ad in the Bowlers Handbook
- Invitation for two to special Donor Appreciation event
- Compete with 1 team of up to five bowlers each
- Beverages and pizza for participants

NOTE: Company logos and listings will be posted throughout the year at a variety of special events and programs.

THE FALL CLASSIC

September 17, 2024 at 5:30 PM at Schuyler Meadows Club, Loudonville

This gala-style event for Big Brothers Big Sisters of the Capital Region features the presentation of the Igniting Potential Award to an individual and local business for their outstanding leadership and support for our mentoring programs. In addition, guests are encouraged to participate in our spin on a silent auction. Plus, join us for an afternoon round of golf at Schuyler Meadows Club before the evening's festivities!

Proceeds from the gala directly support our professionally guided mentoring programs.

SPONSORSHIP OPPORTUNITIES

\$20,000 Presenting Sponsor

- 12 tickets to the event
- Presenting Sponsor recognition in the invitation and at the event
- Opportunity to speak during the event
- Company banner displayed at the event
- Podium recognition
- Recognition on BBBSCR website, Facebook/Instagram/LinkedIn pages, press releases, and monthly e-blasts
- Full-page featured ad in the program
- Invitation to special Donor Appreciation event with opportunity to meet several Big/Little matches
- Two foursomes for 18 holes at Schuyler Meadows

\$10,000 Achievement Sponsor

- 10 tickets to the event
- Company logo in the invitation and in event signage
- Podium recognition
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, press releases, and monthly e-blasts
- Full-page featured ad in the program
- Invitation to special Donor Appreciation event with opportunity to meet several Big/Little matches
- One foursome for 18 holes at Schuyler Meadows

\$7,500 Mentoring Sponsor

- 8 tickets to the event
- Company logo in the invitation and in event signage
- Podium recognition
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, press releases, and monthly e-blasts
- Full-page prominently placed ad in the program
- Invitation to special Donor Appreciation event with opportunity to meet several Big/Little matches
- One foursome for 18 holes at Schuyler Meadows

\$5,000 Match Sponsor

- 6 tickets to the event
- Company name listed on invitation and in event signage
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, press releases, and monthly
- Full-page ad in the program
- Invitation to special Donor Appreciation event with opportunity to meet several Big/Little matches
- One foursome for 18 holes at Schuyler Meadows

\$2,500 Bigs Sponsor

- 4 tickets to the event
- Company name listed on invitation and in event signage
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, and monthly e-blasts
- Half-page ad in the program
- Invitation to special Donor Appreciation event with opportunity to meet several Big/Little matches
- One foursome for 18 holes at Schuyler Meadows

\$1,500 Littles Sponsor

- 2 tickets to the event
- Company name listed on invitation and in event signage
- Recognition on BBBSCR website, Facebook/LinkedIn/Instagram pages, and monthly e-blasts
- Quarter-page ad in the program

NOTE: Company logos and listings will be posted throughout the year at a variety of special events and programs.



THE BBBSCR DIFFERENCE

The measurable impact of our programs consistently shows a decrease in substance abuse and violent behaviors, an over-all promotion of pro-social behaviors, improved school attendance and achievement, and higher educational aspirations.



CORPORATE AND FOUNDATION PARTNERSHIPS RESPONSE FORM

Yes, I/We will join BBBSCR as a 2024 Supporter!

Please select from the opportunities below.

Mentoring Support Partnership (Underwrites Core Programs)

- ☐ \$100,000 Defend Potential
- ☐ \$50,000 Empower Possibility
- ☐ \$25,000 Ignite Opportunity
- ☐ \$12,000 Platinum Level
- ☐ \$6,000 Gold Level
- ☐ \$2,500 Silver Level
- ☐ \$1,500 Bronze Level

The Fall Classic Sponsorship

- ☐ \$20,000 Presenting Sponsor
- ☐ \$10,000 Achievement Sponsor
- ☐ \$7,500 Mentoring Sponsor
- ☐ \$5,000 Match Sponsor
- ☐ \$2,500 Bigs Sponsor
- ☐ \$1,500 Littles Sponsor

Bowl for Kids' Sake

- ☐ \$10,000 Pro Bowler Sponsor
- ☐ \$7,500 It's a Strike Sponsor
- ☐ \$5,000 Counting on a Spare Sponsor
- ☐ \$2,500 Head Pin Sponsor
- ☐ \$1,500 7-10 Split Sponsor

Company Name (as it should appear in listings): _____

Address: _____

City, State, Zip: _____

Primary Contact Person: _____

Title: _____

Phone: _____ Email: _____

Partnership/Sponsorship selections and benefit fulfillment will occur on an annual basis.

BBBSCR EIN#: 14-6035512

TOTAL DUE: _____

☐ Check (payable to BBBSCR is enclosed)

Credit Card: ☐ Visa ☐ MC ☐ DISC ☐ AMEX

Name on card: _____

Card Number: _____

Exp. date: _____ CVC: _____ Billing Zip Code: _____

Signature: _____

BBBSCR is a 501 (c) 3 charitable organization. All contributions are tax deductible as allowed by law.

Please return this form with your donation to:

Big Brothers Big Sisters of the Capital Region

Attn: Development Office

PO Box 8468

Albany, NY 12208

OR scan this form and email to Development@bbbscr.org

For information, please contact:

Lea Montalto-Rook, CEO

LeaM@bbbscr.org

(518) 862-1250