

# Big Bash

*in Bloom*



Big Brothers Big Sisters  
OF LONDON AND AREA





# Save the Date

## Big Bash *in Bloom*

Get ready for an enchanting evening at our 46th Annual Big Bash in Bloom, presented by Harrison Pensa in support of Big Brothers Big Sisters of London and Area.



**Date:** Friday, May 31st, 2024

**Location:** London Hunt & Country Club, 1431 Oxford St W, London

**5:30 pm:** Cocktails, passed canapes, lawn games, and live music.

**7:30 pm:** Dinner and program.

**9:00 pm:** Dance the night away.



With guests embracing the “Garden Party chic” dress code, this glamorous event is sure to be the celebration of the season!

Presented by:

**Harrison  
Pensa**  
LAWYERS

The 46th Annual Big Bash, in support of Big Brothers Big Sisters of London and Area, is an elegant and highly sought-after event that provides a unique opportunity to enhance your brand's visibility and reach a high-profile, engaged audience. Through event promotion, signage, event activations, and the formal dinner program, we would love to work with you to activate your brand at this event.

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## ABOUT US

Big Brothers Big Sisters of London and Area has been creating life-changing mentoring relationships in our community for over 50 years. We match youth (Littles) with a caring volunteer (Big) and together they make a commitment to meet once a week for 2-4 hours in the community for at least a year. Through our work, we improve our Little's social-emotional competence, mental health and well-being, educational engagement, and employment readiness. Together, we are making a difference in the lives of youth in our community who need us most.



# GUEST PROFILE

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Our annual Big Bash attracts a diverse network of over 250 guests, including young professionals, seasoned executives, and retired leaders. Over 80% of tables are bought by organizations spanning finance, construction, and professional services like law firms, consultants, and marketers.

Many guests return annually, underscoring the event's value. Big Bash offers a unique blend of networking, fun and elegance, all while supporting mentorship in our community!

# OUR REACH

Our metrics go beyond numbers; they showcase our strong community engagement. This translate in a chance to connect with a wide and active audience, boosting your brand visibility and impact.

## Monthly Website

- Total users: 1300+
- Sessions: 1800+
- Pageviews: 7500+

## Mailing List

- Total contacts: 4800+
- Open rate: 49%
- Click rate: 19%

## Social Media


- Page & profile reach: 8.7K
- Page & profile impressions: 13K
- Average post engagement: 7.27%

**Facebook**  
2.6K followers

**Instagram**  
1.3K followers

**X**  
1.2K followers

**LinkedIn**  
716 followers



**SPONSORSHIP  
OPPORTUNITIES**

	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Sponsorship Amount	\$7,500	\$5,000	\$2,500
3-Year Partnership Discount	\$6,000	\$4,000	\$2,000
<b>Attendance</b>			
Tickets to event	10 tickets	2 tickets	2 tickets
<b>Pre-Event Recognition</b>			
"Thank you" post on social media	●	●	
Social media mention	●	●	●
Logo in email communications	●	●	●
<b>In-Event Recognition</b>			
Host of an event area or activity	●		
Branding of an event element		●	
Half-page ad in dinner program	●		
Verbal recognition during the event	●		
Logo included in dinner program	●	●	●
Logo appears on big screen	●	●	●
<b>Post-Event Recognition</b>			
Logo in "thank you" email to guests	●	●	●
Mention in social media post	●	●	●



# GOLD SPONSOR

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## Sponsorship Amount

- \$7,500

## 3-Year Partnership Discount

- \$6,000

## Attendance

- 10 tickets to event.

## Pre-Event Recognition

- "Thank you" post on social media.
- Social media mention.
- Logo included in all email communications.

## In-Event Recognition

- Host of an event area or activity (e.g. bar, fundraising activations, photo booth, dinner, entertainment).
- Half-page ad in dinner program.
- Verbal recognition during the event .
- Logo included in dinner program.
- Logo appears on big screen at certain times during the event.

## Post-Event Recognition

- Logo in post-event "thank you" email to guests.
- Mention in social media post.





# SILVER SPONSOR

## Sponsorship Amount

- \$5,000

## 3-Year Partnership Discount

- \$4,000

## Attendance

- 2 tickets to event.

## Pre-Event Recognition

- "Thank you" post on social media.
- Social media mention.
- Logo included in all email communications.

## In-Event Recognition

- Branding of an event element (e.g. welcome cocktail, lawn games).
- Logo included in dinner program.
- Logo appears on big screen at certain times during the event.

## Post-Event Recognition

- Logo in post-event "thank you" email to guests.
- Mention in social media post.



# BRONZE SPONSOR

## Sponsorship Amount

- \$2,500

## 3-Year Partnership Discount

- \$2,000

## Attendance

- 2 tickets to event.

## Pre-Event Recognition

- Social media mention.
- Logo included in all email communications.

## In-Event Recognition

- Logo included in dinner program.
- Logo appears on big screen at certain times during the event.

## Post-Event Recognition

- Logo in post-event "thank you" email to guests.
- Mention in social media post.





Looking for a sponsorship option that fits your organization's needs? Highly customized, innovative, and unique event activations are available. Let's connect.

**Contact us**

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Executive Director

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