

# Big Bash

## *La Dolce Vita*

Presented by:  
**Harrison Pensa**  
LAWYERS



**Big Brothers  
Big Sisters**  
OF LONDON AND AREA

# *La Dolce Vita*

## Italian for “The Sweet Life”

Imagine a life filled with joy, indulgence, and beauty—a life where each moment is savoured. “La Dolce Vita” embodies the essence of living fully, appreciating simple pleasures, and embracing elegance and charm, just like the Amalfi Coast itself.

The 47th Annual Big Bash La Dolce Vita, in support of Big Brothers Big Sisters of London & Area, brings this spirit to life in a glamorous and highly anticipated evening. Inspired by the elegance of Italy’s coastline, this event is a unique opportunity for your brand to shine before a high-profile, engaged audience.

Through event promotion, immersive activations, and exclusive program recognition, we look forward to working with you to bring your brand to life in the true spirit of La Dolce Vita.



*Save the Date*

# Big Bash

*La Dolce Vita*

Get ready for a captivating evening at our 47th Annual Big Bash La Dolce Vita, presented by Harrison Pensa, inspired by the allure of the Amalfi Coast, in support of Big Brothers Big Sisters of London & Area.

**Date:** Friday, May 30th, 2025

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

**6:00 pm:** Cocktails, passed canapes, and live music

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

**9:30 pm:** Dance the night away

With guests embracing the 'Capri Glamour' dress code, this vibrant event will transport you to the stunning Amalfi Coast, making it the celebration of the season!



## ABOUT US



Big Brothers Big Sisters of London and Area has been creating life-changing mentorship relationships in our community for over 50 years. What began as a simple idea—matching youth with supportive mentors—has become a legacy of empowerment, resilience, and lasting change. BBBSOLA remains uniquely positioned in our community to support youth through preventative, impactful programming. Coming out of the pandemic, we are seeing record levels of isolation and mental health challenges.

### **Youth need us now more than ever**

Through intentionally matching a youth facing adversity (Little) with a caring mentor (Big), we are supporting the development of social & emotional skills, positive mental health, educational engagement and employment readiness, making a real difference for youth who needs us most.





# HELP US SAY YES!



For 50 years, we have received a large percentage of our annual funds from the United Way, but we are now facing a new reality. Due to increased demand in our community and a decrease in the overall funds available for United Way to distribute, the funding allocation model has changed. As a result, our most stable source of program funding has been reduced by 66% from \$380,000/year in 2020 to \$129,000/year in 2024. Our annual operating budget is around \$1M, so this represents a staggering 25% decrease in annual revenue. We are working tirelessly to sustain our funding levels and programming and have found some ways to recover.

## But we need your help.

Events like Big Bash help us to secure critical funds to support our core programs and bring us closer to our long-term vision of saying YES to every kid facing adversity in our community who needs a mentor. Your sponsorship can make a difference.

### Our Programs

#### 1:1 Community Based Mentor

**\$1,500**

Support for one youth, for one year.

#### Group Program

**\$1,000**

Group programming for 8-12 youth, for eight weeks

#### In-School Mentoring

**\$650**

Support for one youth, for one school year.



# GUEST *Profile*

Our annual Big Bash is a sell-out event, bringing together over 300 guests including young professionals, seasoned executives, and retired leaders. Over 80% of tables are bought by corporate partners spanning finance, construction, law firms, consultants, real estate firms and more.

Our guests are loyal, returning annually. Big Bash offers an opportunity to connect, network, dress to the nines, and have an immersive experience, all while aligning your brand with a cause that really matters.

## **Big Bash 2024 Results**

**\$102,000 raised** (32% increase year over year)

Sold out event! **300 guests**

**27 youth matched** thanks to our fund-a-need campaign





# OUR REACH



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

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## Monthly Website:

**Total users:** 1,200+

**Sessions:** 1,800+

**Pageviews:** 7,500+

## Mailing List:

**Total contacts:** 4,800+

**Open rate:** 22%

**Click rate:** 44%

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## Social Media:

**Page &  
profile reach:**

7.4K

**Page & profile  
impressions:**

12.8K

**Average post  
engagement rate:**

7.34%

**Facebook:**

2.6K

**Instagram:**

1.4K

**X:**

1.9K

**LinkedIn:**

770

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# **SPONSORSHIP** *Opportunities*





	Title Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Sponsorship Amount	\$15,000	\$10,000	\$6,000	\$3,000
3-Year Partnership Discount	\$12,000	\$8,000	\$5,000	\$2,500
Attendance				
Tickets to event	10 tickets	10 tickets	2 tickets	2 tickets
Purchase additional tickets at preferred rate	●	●	●	●
General Recognition				
Honourary committee seat	●	●		
Logo on BBBSOLA website	●	●	●	●
Signage in prominent location in BBBSOLA office	●			
Inclusion in annual report	●	●	●	●
Logo in all event communications	●			
Pre-Event Recognition				
Thank you post on social media	●	●	●	●
Logo in pre-event email	●	●	●	●
Personalized social media content	●	●		
In-Event Recognition				
Speaking opportunity	●			
Custom event activation	●	●		
Opportunity to provide guest gift	●	●		
Branding of an event element			●	
Ad in dinner program	Full page	Half page		
Thank you in dinner program & on big screen	●	●	●	●
Post-Event Recognition				
Logo in thank you email to guests	●	●	●	●
Featured in event reel	●	●	●	



# Event Activation



Ring for Prosecco

Total Pageviews	Amount Raised	Number of Bids
15,965	\$30,205	454



Silent Auction



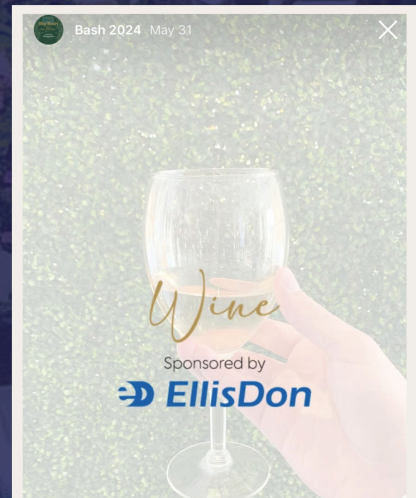
Décor



Dinner Sponsor



Branded Signage



Wine Sponsor

# Event Element





# TITLE SPONSOR



**SOLD**

## **Sponsorship Amount**

- \$15,000

## **3-Year Partnership Discount**

- \$12,000

## **Attendance**

- 10 tickets to event.
- Purchase additional tickets at preferred rate.

## **General Recognition**

- Honourary committee seat.
- Logo on BBBSOLA website.
- Signage in prominent location in BBBSOLA office.
- Inclusion in annual report.
- Logo in all event communications.

## **Pre-Event Recognition**

- Exclusive thank you post on social media.
- Logo included in pre-event email.
- Personalized social media content.

## **In-Event Recognition**

- Speaking opportunity.
- Custom event activation (e.g. photo stations, cocktail activation, online silent auction).
- Opportunity to provide guests with a branded item or gift (gift item provided by the sponsor).
- Full page ad in dinner program.
- Thank you in dinner program & on big screen.

## **Post-Event Recognition**

- Logo in thank you email to guests.
- Exclusive highlight reel showcasing your sponsorship and event involvement.



# **GOLD SPONSOR**



## **Sponsorship Amount**

- \$10,000

## **3-Year Partnership Discount**

- \$8,000

## **Attendance**

- 10 tickets to event.
- Purchase additional tickets at preferred rate.

## **General Recognition**

- Honourary committee seat.
- Logo on BBBSOLA website.
- Inclusion in annual report.

## **Pre-Event Recognition**

- Exclusive thank you post on social media.
- Logo included in pre-event email.
- Personalized social media content.

## **In-Event Recognition**

- Custom event activation (e.g. photo stations, cocktail activation, online silent auction).
- Opportunity to provide guests with a branded item or gift (gift item provided by the sponsor).
- Half page ad in dinner program.
- Thank you in dinner program & on big screen.

## **Post-Event Recognition**

- Logo in thank you email to guests
- Inclusion in the event highlight reel, showcasing key moments.





# SILVER SPONSOR



## **Sponsorship Amount**

- \$6,000

## **3-Year Partnership Discount**

- \$5,000

## **Attendance**

- 2 tickets to event.
- Purchase additional tickets at preferred rate.

## **General Recognition**

- Logo on BBBSOLA website.
- Inclusion in annual report.

## **Pre-Event Recognition**

- Exclusive thank you post on social media.
- Logo included in pre-event email.

## **In-Event Recognition**

- Branding of an event element (e.g. dinner, wine, entertainment)
- Thank you in dinner program & on big screen.

## **Post-Event Recognition**

- Logo in thank you email to guests
- Inclusion in the event highlight reel, showcasing key moments.



# BRONZE SPONSOR



## **Sponsorship Amount**

- \$3,000

## **3-Year Partnership Discount**

- \$2,500

## **Attendance**

- 2 tickets to event.
- Purchase additional tickets at preferred rate.

## **General Recognition**

- Logo on BBBSOLA website.
- Inclusion in annual report.

## **Pre-Event Recognition**

- Thank you post on social media.
- Logo included in pre-event email.

## **In-Event Recognition**

- Thank you in dinner program & on big screen.

## **Post-Event Recognition**

- Logo in thank you email to guests.



Have your own unique idea?  
Let's chat.

**Reach out to**

Lisa McIntosh

Interim Executive Director

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# Big Bash

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