

THE HUNT 2024 Sponsorship Overview

Our Mission

Here at Big Brothers Big Sisters of Dane County, **we're committed to igniting the power and potential of youth through one-on-one mentoring.** With nearly 500 youth served each year, we develop positive relationships throughout our community that have a direct and lasting effect on the lives of young people.

THE HUNT

THE HUNT is a county-wide scavenger hunt that gets folks outside and exploring their local community while participating in peer-to-peer fundraising to support BBBS. **In 2024, THE HUNT will run April 19th to May 12th.** Participants will form teams with friends, family, and colleagues, and work together to complete Missions and earn points. HUNTERS use a scavenger hunt app to submit photos/videos for 150+ Missions, which might include a visit to a Madison landmark, a stop at a local business, or a fun at-home challenge. HUNTERS are also encouraged to use their personalized fundraising page and ask their network to donate to BBBS. Teams will earn points by completing Missions and raising money, with prizes awarded to the top teams.

Our Audience

With an expected 300+ participants in THE HUNT, event sponsors receive exposure to a large audience of community-minded individuals. Our HUNTERS are highly engaged in the event and the businesses that support it; 82% of last year's HUNTERS visited a business they wouldn't have typically visited, and 70% made a purchase. Beyond the fundraising, THE HUNT provides additional benefits to our organization, like broadening our visibility and recruiting more volunteer mentors. Our corporate sponsors are central in helping us share our mission and grow our reach.

Cost-Effective Fundraising

We take pride not just in raising a significant amount of money through this event, but in doing so while keeping costs down. THE HUNT is extremely cost-effective, generating more than \$10 for every \$1 spent. So when you choose to be an event sponsor, you can do so knowing that your dollars are being used wisely to maximize the investment that goes back to our Matches. There is no cost for Littles and their families to participate in our program, so the dollars raised (and saved) at this event is vital to our work.

The Sponsor Experience

As a sponsoring company for THE HUNT, you'll receive both recognition benefits and an opportunity to encourage HUNT participation for your employees and/or professional network. All sponsor benefits are outlined in the attached documents, but please reach out if there are additional or alternative benefits that would create a more meaningful sponsorship experience for your company. We are happy to connect with you individually to align our benefits with your priorities.

Join Us

The mentoring relationships we foster are only possible when individuals and corporate supporters come together, collectively working to make a difference. If you're in a position to give, we hope you'll consider joining us as a 2024 event sponsor for THE HUNT. **We are confident in our ability to provide a meaningful sponsorship experience** for you and your colleagues, and look forward to partnering with you in support of mentoring.

THE HUNT 2024

Sponsorship Levels

Presenting Sponsor - \$7,500

- Premier logo placement on all marketing materials (web, scavenger hunt app, social media, printed materials)
- Premier logo placement on t-shirt provided to all participants
- Logo or company items to be included in participant goodie bags (optional)
- Specific social media recognition for your company on four different days during the event
- Recognition on a Golden Pin Mission (high-value Mission that receives significant traffic)
- Recognition for up to three additional Missions (can choose any Mission Option listed below)
- Waived registration fees for up to 20 participants (4-6 teams)

Lead Sponsor - \$5,000

- Prominent logo placement on all marketing materials (web, scavenger hunt app, social media, printed materials)
- Logo on t-shirt provided to all participants
- Logo or company items to be included in participant goodie bags (optional)
- Specific social media recognition for your company on three different days during the event
- Recognition on a Golden Pin Mission (high-value Mission that receives significant traffic)
- Recognition for up to two additional Missions (can choose any Mission Option listed below)

Event Sponsor - \$2,500

- Logo placement on all marketing materials (web, scavenger hunt app, social media, printed materials)
- Logo on t-shirt provided to all participants
- Logo or company items to be included in participant goodie bags (optional)
- Specific social media recognition for your company on two different days during the event
- Recognition for up to two Missions (can choose any Mission Option listed below)

Sponsor - \$1,000

- Logo placement on all marketing materials (web, scavenger hunt app, social media, printed materials)
- Specific social media recognition for your company on one day during the event
- Recognition for one Mission (can choose any Mission Option listed below)

Mission Sponsors - \$500 or \$250

- \$500 - Sponsorship of a Mission, excluding Golden Pin Missions
 - Includes logo placement on THE HUNT website and scavenger hunt app
 - \$250 - Sponsorship of a Mission, excluding Golden Pin Missions and Business Promotion Mission
 - Includes your name on THE HUNT website and scavenger hunt app
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Mission Options

- **Business Promotion Missions** encourage HUNTERS to purchase your goods/services to earn points.
 - Example: "Restaurant X is known for their world famous carne asada tacos. Show them some love by placing an order, then snap a pic of someone REALLY enjoying their taco experience."
- **Business Check-in Missions** drive foot traffic to your business, but don't encourage a purchase. We'll feature your location as a Mission Check-in, so participants will need to visit your business and take a photo to earn points.
 - Example: "Sponsor X is a financial services organization. Come and meet a local financial representative and take a selfie with them."
- **Create-Your-Own Missions** give you the flexibility to highlight your business without requiring HUNTERS to visit a physical space. Missions can promote an activity, encourage an act of kindness, or give HUNTERS something fun to do at home that incorporates your business.
 - Example: "Next time you're buying coffee, pay it forward by picking up the tab for the person behind you. Submit a video or photo telling us what you did to brighten someone else's day. (Sponsored by Sponsor X)"
 - Example: "Sponsor X is invested in the health of our community. Grab your family or friends and get moving, and then show us your post-workout sweaty glow."
 - Example: "Sponsor X is the expert in trucking and transportation. Using ingredients found in your kitchen, create a vehicle that can actually transport something from one point to another."
- **FOR PRESENTING AND LEAD SPONSORS: Golden Pin Missions** are only available for a limited time and are worth 5x as many points. Participants have to solve a clue to find the Golden Pin, which will be hidden somewhere in the city (along with signage featuring the sponsor). Following the Mission, BBBS will highlight the Mission and sponsor in a social media post.