

2024 Dream BIG Gala Event and 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 Dream BIG Gala

This work is powered by the funds raised at our Dream BIG Gala each year, which is our largest event, both in fundraising and attendance. We are excited to announce that our **Dream BIG Gala will return to the Madison Marriott West on Friday July 26, 2024.** We're excited to provide 700+ guests with an engaging evening featuring a Cocktail Hour, extensive Silent Auction, a Live Program (including our Big of the Year Award), and local entertainment. We hope to raise \$300,000 to support our mission.

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. For typical fundraising events like this one, the industry standard is to raise \$2 for every \$1 spent. But for the 2023 Dream BIG Gala, we raised about \$4 for every \$1 spent, and did so while investing back into our local economy--about ⅓ of our expenses went to local businesses and vendors. So when you choose to be a sponsor of the Dream BIG Gala, you can do so knowing that your dollars are being used wisely, maximizing 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 are vital to our work.

Our Audience

As a sponsor of The Dream BIG Gala, your organization receives exposure to a large audience of community-minded business and community leaders, with an expected 700+ guests. And while The Dream BIG Gala serves as a crucial piece of our organization's fundraising strategy, it also provides additional benefits like broadening our visibility in the community and recruiting more volunteer mentors. Our corporate sponsors are central in helping us share our mission and grow our reach.

The Sponsor Experience

As a sponsoring company, you'll receive complimentary tickets to The Dream BIG Gala. Your company will also receive various recognition benefits, which are outlined further below. If there are additional or alternative benefits that would create a more meaningful sponsorship experience for your company, please reach out. We are happy to connect with you individually to align our benefits with your priorities.

Join Us

The mentoring relationships we foster are only made possible when individuals and corporate supporters come together, collectively working to make a difference. If you're in a position to give in 2023, we hope you'll consider joining us as an event sponsor for The Dream BIG Gala. **We are confident in our ability to provide a meaningful sponsorship experience** for you and your guests, and look forward to gathering together in celebration of mentoring.

The Dream BIG Gala 2024

Sponsorship Levels

Presenting Sponsor - \$15,000

- Exclusive sponsor to be listed with logo on BBBS website event page noting company as Presenting sponsor
- In-person event tickets and VIP experience for up to 40 guests (4 tables)
- Logo and verbal recognition during program, with opportunity to speak on-stage (up to 5 minutes)
- Logo and name recognition on pre-program slide, with option to include customized message
- Social media posts before and after event - includes post exclusively highlighting your business
- Premier logo placement on signage at in-person event, on event website, and all materials for The Dream BIG Gala (print materials, and electronic invitation and save the date)

Diamond Sponsor - \$10,000

- In-person event tickets and VIP experience for up to 30 guests (3 tables)
- Logo and verbal recognition during program, with opportunity to speak on-stage (up to 2 minutes)
- Company promotional material or branded item to be included in event gift bags
- Social media posts before and after event - includes post exclusively highlighting your business
- Prominent logo placement on signage at in-person event, on event website, and all materials for The Dream BIG Gala (print materials and electronic invitation)

Platinum Sponsor - \$7,500

- In-person event tickets and VIP experience for up to 30 guests (3 tables)
- Logo and verbal recognition during program, with opportunity to speak on-stage (up to 1 minute)
- Logo and name recognition on pre-program slide, with option to include customized message
- Social media posts before and after event - includes post exclusively highlighting your business
- Prominent logo placement on signage at in-person event, on event website, and all materials for The Dream BIG Gala (print materials and electronic invitation)

Gold Sponsor - \$5,000

- In-person event tickets for up to 20 guests (2 tables)
- Logo and verbal recognition during event
- Logo and name recognition on pre-program slide, with option to include customized message
- Social media post before event
- Logo placement on signage at in-person event, on event website and all materials for The Dream BIG Gala (print materials and electronic invitation)

Silver Sponsor - \$2,500

- In-person event tickets for up to 10 guests (1 table)
- Logo and verbal recognition during event
- Logo and name recognition on pre-program slide, with option to include customized message
- Social media post before event
- Logo placement on signage at in-person event, on event website and all materials for The Dream BIG Gala (print materials and electronic invitation)