

Big Brothers Big Sisters  
of Toronto



PRESENTS:



- 2018 -  
SPONSORSHIP  
OPPORTUNITIES



**YOUNG LEADERS**  
**PRESENTS:**



**IN SUPPORT OF  
 BIG BROTHERS  
 BIG SISTERS OF  
 TORONTO**

**A MESSAGE FROM BIG BROTHERS BIG SISTERS OF TORONTO**

I am honoured to lead Big Brothers Big Sisters of Toronto. We are leaders in child and youth mentorship, empowering young people to thrive. Founded in 1913, our mentoring programs have evolved over the years to address the changing needs of children and youth who are experiencing social, developmental and/or academic challenges. I fundamentally believe that a positive adult role model is an invaluable tool for intervention and can positively impact the trajectory of a child’s life. Everyone can agree that all children deserve a safe passage through childhood. We all want this for our children. Through mentorship, we begin intentional relationships that provide guidance, new experiences and intergenerational wisdom that are essential for positive development.

The BBBST Staff Team are a diverse, professional group of passionate social change-makers! I am so inspired by each one of them every day. Early in 2017, we established our agency’s Culture of Values, committing together to lead with unwavering integrity, trust, respect, transparency, communication, growth, collaboration and accountability; each and every day. We use these Values as our primary decision-making tool both internally and externally.

Please join us and the BBBST Young Leaders in providing our essential service to the children and youth of Toronto. We are the leading voice in mentorship but we need your support to reach all the children and youth in need.

Leanne Nicolle  
 President & CEO, Big Brothers Big Sisters of Toronto

For over a century, Big Brothers Big Sisters has been helping change Canadian children and youth’s perspectives and giving them the opportunity to reach their potential. Every year we must raise 100% of our operating budget through philanthropic fundraising from the United Way, foundations, corporations, individuals and fundraising events just like *Paddle Royale*.

Big Brothers Big Sisters Toronto builds thriving communities by empowering lives through mentorship  
 Each ‘big’ and ‘little’ match costs only \$1,500 with the impact being three-fold:

**COMMUNITY MINDED**

- 30% more time volunteering
- 13% more likely to donate to charity
- 50% more likely to volunteer

**PROFESSIONALLY & ACADEMICALLY DRIVEN**

- 47% hold senior leadership positions
- 63% pursue higher education
- Earn 13% more salary

**SOCIALLY CONFIDENT**

- 92% feel confident
- 96% say they’re happy
- 87% have a healthy social network

**EVERY \$ I DONATED SEES A SOCIAL RETURN OF \$18-\$23!**



WHO ARE THE BIG BROTHER  
BIG SISTERS OF TORONTO  
YOUNG LEADERS?



**TORONTO-BASED**  
PROFESSIONALS 21 -32

WORKING IN DIFFERENT INDUSTRIES

**EVENTS & HOSPITALITY** =====  
===== **TECHNOLOGY** =====  
**BROADCAST** ===== **FINANCE**  
== **ADVERTISING & MARKETING** ==  
**POSTGRAD STUDENTS** == **REAL ESTATE**

FOR MANY IMPRESSIVE COMPANIES



**AND THEY ALL HAVE ONE THING IN COMMON**  
THEY ARE ALL PHILANTHROPISTS  
FOR BIG BROTHERS BIG SISTERS OF TORONTO

# PADDLE ROYALE



AUGUST 23  
STEAM WHISTLE BREWERY

## THE EVENT

The BBBST Young Leaders are serving up Paddle Royale's 7th year after a perfect game in 2017. Paddle Royale is more than just an awesome table tennis tournament; it's an opportunity to raise funds to support the life-changing mentoring programs that serve over 3,800 volunteers and at-risk children and youth in Toronto.

Paddle Royale brings together over 600 young professionals, table tennis enthusiasts and philanthropists for dinner, drinks and to raise money for Big Brothers Big Sisters Toronto in a tournament for the ages at Steam Whistle Brewery.

Since 2012, the BBBST Young Leaders have raised over \$500,000, which means that more than 300 children and youth have been matched with a uniquely suited volunteer mentor. With your support, we can continue this trend.

**SPONSOR ONE OF THE HOTTEST SUMMER EVENTS IN TORONTO  
AS WE SERVE UP OUR BIGGEST YEAR YET!**



## PADDLE ROYALE 2018

==== **THURSDAY, AUGUST 23** =====

HOSTED AT STEAM WHISTLE BREWERY

# \$100,000 FUNDRAISING GOAL

600+ GUESTS

FULL BUFFET DINNER

64+ TEAMS





## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR

\$20,000



- Designated Presenting Sponsor title
- Presenting Sponsor recognition on all event promotional materials
- Branding on external marketing and social media platforms
- Logo on event website with link to company's website
- Opportunity for on-stage presence to welcome guests
- Championship Table displaying company logo
- Sponsor recognition during multi-media presentation throughout the evening
- Strong sponsor presence throughout the venue
- Opportunity for onsite display area or product giveaways
- Entry for four (4) teams of (2) to represent your company in the tournament
- Forty (40) additional guest tickets to the event including dinner & (1) complimentary drink per guest

### PATIO SPONSOR

\$10,000



- Corporate branding and sponsor recognition in the patio area
- Logo in priority sequence on all event promotional materials
- Branding on external marketing and social media platforms
- Logo on event website with link to company's website
- One (1) ping pong table displaying company logo
- Sponsor recognition during multi-media presentation throughout the evening
- Entry for three (3) teams of (2) to represent your company in the tournament
- Twenty (20) additional guest tickets to the event including dinner & (1) complimentary drink per guest



# PADDLE ROYALE



AUGUST 23  
STEAM WHISTLE BREWERY

## ACTIVATION SPONSOR

\$6,000



- Corporate branding and sponsor recognition at unique activation
- Logo in priority sequence on all event promotional materials
- Branding on external marketing and social media platforms
- Logo on event website with link to company's website
- One (1) ping pong table displaying company logo
- Sponsor recognition during multi-media presentation throughout the evening
- Entry for three (3) teams of (2) to represent your company in the tournament
- Twenty (12) additional guest tickets to the event including dinner & (1) complimentary drink per guest

We will work with you to develop unique activations that suit your brand needs. Opportunities include photo booth, cell-phone charging station(s), DJ booth, team t-shirts, paddles and patio games.

## BAR SPONSOR

\$6,000



- Corporate branding and sponsor recognition at main bar
- Logo in priority sequence on all event promotional materials
- Branding on external marketing and social media platforms
- Logo on event website with link to company's website
- One (1) ping pong table displaying company logo
- Sponsor recognition during multi-media presentation throughout the evening
- Entry for three (3) teams of (2) to represent your company in the tournament
- Twenty (12) additional guest tickets to the event including dinner & (1) complimentary drink per guest



# PADDLE ROYALE



AUGUST 23  
STEAM WHISTLE BREWERY

## GOLD SPONSOR

\$5,000



- One (1) ping pong table displaying company logo
- Entry for two (2) teams of (2) to represent your company in the tournament
- Twenty (12) additional guest tickets to the event including dinner & (1) complimentary drink per guest
- Logo in priority sequence on all event promotional materials
- Branding on external marketing and social media platforms
- Logo on event website with link to company's website
- Sponsor recognition during multi-media presentation throughout the evening

## SILVER SPONSOR

\$3,000



- One (1) ping pong table displaying company logo
- Entry for one (1) team of (2) to represent your company in the tournament
- Eight (8) additional guest tickets to the event including dinner & (1) complimentary drink per guest
- Logo in priority sequence on all event promotional materials
- Branding on external marketing and social media platforms
- Logo on event website with link to company's website
- Sponsor recognition during multi-media presentation throughout the evening

## BRONZE SPONSOR

\$1,500



- Entry for one (1) team of (2) to represent your company in the tournament
- Six (6) additional guest tickets to the event including dinner & (1) complimentary drink per guest
- Logo in priority sequence on all event promotional materials
- Branding on external marketing and social media platforms
- Logo on event website with link to company's website
- Sponsor recognition during multi-media presentation throughout the evening





## IN-KIND SUPPORTERS

Recognition is tiered to the in-kind value, with all donations receiving acknowledgement via signage and media streams. Items will be displayed to create excitement with our guests, while highlighting your contribution in order to maximize your presence and help you connect with your target market.

All In-Kind Donors Receive:

- Company name listed on all Raffle and Auction display area signage
- Tax receipt according to CRA standards

### OVER \$3,000

- Four (4) guest tickets to the event including dinner & (1) complimentary drink per guest
- Branding on external marketing and social media platforms
- Sponsor recognition during multi-media presentation throughout the evening
- Logo in priority sequence on all Raffle and Auction display area signage



### OVER \$1,500

- Two(2) guest tickets to the event including dinner & (1) complimentary drink per guest
- Branding on external marketing and social media platforms
- Sponsor recognition during multi-media presentation throughout the evening
- Logo in priority sequence on all Raffle and Auction display area signage



## CONTACT US

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