

## 2025 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 600 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

Our Dream BIG Gala, our premier event in both fundraising and attendance, drives the work we do through the generous funds it raises each year. We are thrilled to announce that this year's gala will take place at the **Madison Marriott West on Friday, July 25, 2025.** This extraordinary evening will welcome over 600 guests and feature a Cocktail Hour, an extensive Silent Auction, a captivating Live Program—including our Big of the Year Award—and exceptional local entertainment. Our goal is to raise \$300,000 to further support our mission.

### Cost-Effective Fundraising

We take great pride not only in the substantial funds we raise through this event but also in our commitment to maintaining efficiency. While the industry standard for fundraising events is to raise \$2 for every \$1 spent, the 2024 Dream BIG Gala exceeded this by generating more than \$3 for every \$1 spent. Additionally, we're proud to have invested about two-thirds of our expenses back into the local economy by supporting local businesses and vendors. As a sponsor of the Dream BIG Gala, you can be confident that your contributions are utilized effectively, maximizing the impact on our Matches. Since participation in our program is free for Littles and their families, the funds we raise (and save) at this event are crucial to sustaining our mission.

### Our Audience

As a sponsor of The Dream BIG Gala, your organization will gain valuable exposure to an influential audience of over 600 community-minded business and civic leaders. Beyond its essential role in our fundraising strategy, The Dream BIG Gala also enhances our visibility in the community and aids in recruiting dedicated volunteer mentors. Your support as a corporate/community sponsor is vital in amplifying our mission and expanding our impact.

### The Sponsor Experience

As a sponsor, your company will enjoy complimentary tickets to The Dream BIG Gala, along with a range of recognition benefits detailed below. If there are specific benefits or additional opportunities that would enhance your sponsorship experience, please let us know. We're eager to work with you individually to tailor our offerings to best align with your company/organization's goals and interests.

### Join Us

The mentoring relationships we cultivate are possible only through the combined efforts of individuals and corporate supporters united in making a difference. If you're able to contribute in 2025, we invite you to consider becoming a sponsor for The Dream BIG Gala. We are committed to delivering a rewarding sponsorship experience for you and your guests and look forward to celebrating the power of mentoring together.

## Sponsorship Levels

### Presenting Sponsor - \$25,000

- **Exclusive Recognition:** Your company will be exclusively listed with your logo on the BBBS website event page, save the date, and emails announcing the event as the Presenting Sponsor.
- **Event Access and VIP Experience:** Enjoy up to 40 tickets (4 tables) to the event, including a VIP experience with priority seating, complimentary table wine, and an exclusive professionally taken group photo opportunity
- **Program Recognition:** During the program, you will receive logo and verbal recognition, and you will have the opportunity to speak on-stage for up to 5 minutes.
- **Custom Messaging and Enhanced Exposure:** Showcase your logo and a personalized message on a pre-program slide with repeated visibility, ensuring your brand receives a prominent and consistent display throughout the presentation.
- **Social Media Exposure:** You will benefit from dedicated social media posts before and after the event, including one exclusively highlighting your business.
- **Premier Placement:** Your logo will be prominently displayed on all event signage, the event website, and all related materials, including print materials and electronic invitations.

### Diamond Sponsor - \$15,000

- **Event Access and VIP Experience:** Receive up to 30 tickets (3 tables) to the event, including a VIP experience with priority seating, complimentary table wine, and an opportunity for a group/company photo taken by a professional event photographer
- **Program Recognition:** Logo and verbal recognition during the program, with an opportunity to speak on-stage for up to 3 minutes.
- **Custom Messaging and Enhanced Exposure:** Showcase your logo and a personalized message on a pre-program slide with repeated visibility, ensuring that your brand receives a prominent and consistent display throughout the presentation.
- **Social Media Highlight:** Enjoy social media posts before and after the event, including a dedicated post highlighting your business.
- **Prominent Display:** Your logo will be prominently featured on event signage, the event website, and all event materials, including print and electronic invitations.

### Platinum Sponsor - \$7,500

- **Event Access and VIP Experience:** Enjoy up to 20 tickets (2 tables) to the event, including a VIP experience with priority seating and complimentary table wine
- **Recognition:** Logo and verbal acknowledgment during the program, and opportunity to speak on-stage for up to 1 minute.
- **Custom Message:** Feature your logo and a personalized message on a pre-program slide.
- **Social Media Spotlight:** Benefit from social media posts before and after the event, including a post exclusively highlighting your business.
- **Logo Placement:** Your logo will be prominently displayed on event signage, the event website, and all event materials, including print and electronic invitations.

### Gold Sponsor - \$5,000

- **Event Access:** Receive up to 20 tickets (2 tables) to the event with priority seating
- **Recognition:** Logo and verbal acknowledgment during the event
- **Custom Message:** Feature your logo and a personalized message on a pre-program slide
- **Social Media Mention:** Enjoy a social media post before the event highlighting your business
- **Logo Display:** Your logo will be featured on event signage, the event website, and all event materials, including print and electronic invitations

## IT TAKES LITTLE TO BE BIG



### Silver Sponsor - \$2,500

- **Event Access:** Enjoy up to 10 tickets (1 table) to the event
- **Recognition:** Logo and verbal acknowledgment during the event
- **Custom Message:** Feature your logo and a personalized message on a pre-program slide
- **Social Media Mention:** Benefit from a social media post before the event highlighting your business
- **Logo Placement:** Your logo will be displayed on event signage, the event website, and all event materials, including print and electronic invitations