

THE HUNT 2025 Sponsorship and Event 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 HUNT

THE HUNT is an exciting county-wide scavenger hunt that invites participants to explore their local community while engaging in peer-to-peer fundraising to support BBBS. **In 2025, THE HUNT will run April 25th to May 18th.** Join us in supporting BBBS through an exciting peer-to-peer fundraising adventure! Teams, composed of friends, family, and colleagues, will unite to tackle a variety of Missions and earn points. Using a scavenger hunt app, participants will capture photos and videos for over 150 Missions, which could involve exploring Madison landmarks, visiting local businesses, or engaging in fun at-home challenges. Teams are also encouraged to leverage their personalized fundraising pages to seek donations for BBBS. Points will be awarded for both completing Missions and fundraising efforts, with prizes given to the top-performing teams.

Our Audience

With over 300 participants anticipated for THE HUNT, event sponsors will gain valuable exposure to a broad audience of community-focused individuals. Our HUNTERS are deeply engaged with both the event and the businesses that support it—last year, 82% explored new businesses they wouldn't have otherwise visited, and 70% made a purchase. Beyond the fundraising benefits, THE HUNT also enhances our organization's visibility and aids in recruiting more volunteer mentors. Our corporate sponsors play a crucial role in helping us expand our mission and extend our impact.

Cost-Effective Fundraising

We take great pride not only in raising substantial funds through this event but also in doing so while keeping costs minimal. THE HUNT is highly cost-effective, generating over \$10 for every \$1 spent. As an event sponsor, you can be confident that your investment is used efficiently, maximizing the benefit for our Matches. With no cost for Littles and their families to participate in our program, the funds raised—and the savings achieved—are crucial to our mission.

The Sponsor Experience

As a sponsor of THE HUNT, your company or organization will enjoy significant recognition benefits while also having the opportunity to boost participation among your employees and professional network. Detailed information on all sponsor benefits can be found in the attached documents. If there are specific or customized benefits that would enhance your sponsorship experience, please let us know. We are eager to discuss how we can tailor our benefits to align with your company or organization's goals.

Join Us

The impactful mentoring relationships we build are made possible through the collective efforts of individuals, community and corporate supporters. **If you're able to contribute, we invite you to consider becoming a 2025 event sponsor for THE HUNT.** We are committed to delivering a rewarding sponsorship experience for you and your team and look forward to collaborating with you to advance our mission of mentoring.

THE HUNT 2024 Sponsorship Levels

Presenting HUNT Sponsor - \$7,500

Exclusive Recognition: Your company will be exclusively listed as the Presenting Sponsor with your logo on THE HUNT save-the-date and emails announcing registration is open for the event.

Prominent Logo placement: Prominent placement of logo on all marketing materials for THE HUNT including email, social media, printed materials, and signage. Prominent placement of company logo on t-shirts given to all participants. Option to include an item with company logo, coupon or other item of your choice in HUNT goodie bags distributed to all participants.

Scavenger HUNT Missions: Recognition on a Golden Pin Mission (high-value Mission that receives significant traffic) plus sponsor may create up to three additional Missions to include on THE HUNT

Social Media Exposure: You will benefit from dedicated social media posts before and after the event, including one exclusively highlighting your business.

Cluemaster Sponsor - \$5000

Sponsor Recognition and featured logo exposure: Premier logo placement on all marketing materials for THE HUNT, including email, social media, printed materials, and signage. Premier placement of company logo t-shirts given to all participants. Option to include an item with company logo, coupon or other item of your choice in HUNT goodie bags distributed to all participants.

Scavenger HUNT Missions: Recognition on a Golden Pin Mission (high-value Mission that receives significant traffic) plus sponsor may create up to two additional Missions to include on THE HUNT

Social Media Exposure: Benefit from a dedicated social media post after the event highlighting your business.

Adventure Seeker Sponsor - \$2,500

Sponsor Recognition and featured logo exposure: Featured logo placement on all marketing materials for THE HUNT, including email, social media, printed materials, and signage. Featured placement of company logo t-shirts given to all participants. Option to include an item with company logo, coupon or other item of your choice in HUNT goodie bags distributed to all participants.

Scavenger HUNT Missions: You may choose either recognition on one Golden Pin Mission (a high-traffic, high-value mission) or the option to create two custom Missions to include in THE HUNT.

Social Media Exposure: Benefit from a dedicated social media post after the event highlighting your business.

Explorer Sponsor - \$1,000

Sponsor Recognition and featured logo exposure: Standard logo placement on all marketing materials for THE HUNT, including email, social media, printed materials, and signage. Featured placement of company logo t-shirts given to all participants. Option to include an item with company logo, coupon or other item of your choice in HUNT goodie bags distributed to all participants.

Scavenger HUNT Missions: May choose two Missions on THE HUNT (can choose any Mission Option listed below)

Social Media Exposure: Benefit from a dedicated social media post after the event highlighting your business.

Mission Sponsors - \$500

Sponsor Recognition and featured logo exposure: Includes logo placement on THE HUNT website and scavenger hunt app

Scavenger HUNT Missions: Includes selection of one Missions of any type to include on THE HUNT (can choose any Mission Option listed below)

Mission Sponsors \$250

Sponsor Recognition: Includes name placement on THE HUNT website and scavenger hunt app

Scavenger HUNT Missions: Includes selection of one "**Create-Your-Own Missions**" to include on THE HUNT

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)"*