



The Great BIG Auction

2020 Sponsorship Package

Thursday May 7, 2020

6 p.m. VIP Reception
6:30 p.m. General Admission

Piquette Avenue Plant
461 Piquette Avenue
Detroit, MI 48202

Sponsorship Deadline: April 9, 2020

INSPIRE. IGNITE. EMPOWER. **POTENTIAL**

WHAT IS THE GREAT BIG AUCTION?



The Great Big Auction is the signature fundraising event for Big Brothers Big Sisters of Metropolitan Detroit, raising over \$150k annually to support mentoring for at-risk youth within our community. Featuring raffles, silent and live auctions, and entertainment by Larry Lee and Back in the Day band, this event is consistently listed as one of the top charity events by the Detroit News. This high energy event draws a diverse crowd from across metro Detroit and will be held this year at the Piquette Avenue Plant, the “Birthplace of the Model T”. Rick and Julie Hampson will serve as Honorary Chairs, and Anthony Tocco, DTE, will serve as Event Chair, working along side an amazing event committee. The event provides wonderful opportunities for identifying your brand with one of the most reputable youth serving organizations in the country.

WHO ARE WE?

BBBSMD believes that inherent in every child is the ability to succeed and thrive in life. Since 1974, throughout Macomb, Oakland and Wayne counties, BBBSMD has been providing mentors for our communities most vulnerable youth, including those growing up in poverty, living in single parent households or coping with parental incarceration. Last year alone, BBBSMD worked with nearly 3,000 youth, families and mentors, all thanks to your support!

OUR BOARD OF DIRECTORS:

Rick Hampson—Board Chair, Citizens Bank

Micky Bly—Immediate Past Chair, FCA

Terry McElroy—Past Board Chair

Tiffany Albert—BCBSM

Kendra Bittell—TASC

Denise Brooks—Williams—HFHS

Kareim Cade—Great Lakes Benefit Corp

Abby Dodson—Lear Corp

Dr. Marlene Garland-Hill—Marlene Garland Hill Agency

Joel Gurman—Quicken Loans

Joneigh Khaldun—MI Dept HHS

Dale Kirk—Comcast Universal

Hope Landgraff—Fifth Third Private Bank

Maurielle Lue—Fox 2 News

Rob Milligan —Adient

Keith Mobley—AAA, The Auto Club Group

Kathie Patterson—Ally

Ryan Pischke—Willis Towers Watson

Mark Redman—Strategic Staffing Solutions

Tanisha Sanders—Waste Management

Steve Sheckell—Ernst & Young

Amit Singhi—BBBS Board Member

Anthony Tocco—DTE

Joe Wichowski—Traction Consulting Group

BENEFITS OF YOUR SUPPORT!

In addition to a host of benefits for your company’s brand, the money raised from this event helps BBBSMD move more children off our waiting list and into a meaningful, life changing mentor relationship. In our community, many children grow up without the support of a mentor. Parents and caregivers work hard to provide for their children, but they are often too stretched to give undivided attention, unique learning opportunities, or new perspectives. When children have a mentor in their lives, research shows they are likely to improve or maintain their grades, and avoid risky behaviors like smoking, drinking and drug use. According to Youth Outcomes Surveys, one year after being enrolled, students demonstrated statistically significant gains in social acceptance and academics.



Become a Defender of Potential!

CORPORATE SPONSORSHIP

\$20,000 - Presenting Sponsor

- 16 VIP Tickets to the Great Big Auction
- Exclusive introduction on Great Big Auction event video
- Logo on Big Brothers Big Sisters of Metropolitan Detroit Website
- Logo on event video screens
- Full (inside front) page color AD in the program book
- Live ongoing recognition from stage during event
- Ongoing recognition on all BBBSMD social media channels
- Company leader quote in official event Press Release
- Additional recognition as one of the following:
 - VIP sponsor
 - Valet sponsor
 - Bar sponsor
 - Auction sponsor
 - Entertainment sponsor

\$15,000 – Empowerment Sponsor

- 16 VIP tickets to the Great Big Auction
- Logo on Big Brothers Big Sisters of Metropolitan Detroit Website
- Logo on event video screens
- Full page color AD in the program book
- Live ongoing recognition from stage during event
- Ongoing recognition on all BBBSMD social media channels
- Additional recognition as one of the following:
 - VIP sponsor
 - Valet sponsor
 - Entertainment sponsor
 - Bar sponsor
 - Auction sponsor

\$10,000 – Inspiration Sponsor

- 8 VIP tickets to the Great Big Auction
- Logo on Big Brothers Big Sisters of Metropolitan Detroit Website
- Logo on event video screens
- Half page color AD in the program book
- Live ongoing recognition from stage during event
- Ongoing recognition on all BBBSMD social media channels
- Additional recognition as one of the following:
 - Bar sponsor
 - Auction sponsor
 - Food station sponsor
 - Entertainment

CORPORATE SPONSORSHIP

\$5,000- Leadership Sponsor

- Logo on Big Brothers Big Sisters of Metropolitan Detroit Website
- Logo on Electronic Banner at the Great Big Auction
- 4 VIP Tickets to the Great Big Auction
- Half page color AD in the Great Big Auction Program Book
- Live ongoing recognition from stage at the Great Big Auction
- Ongoing recognition on all BBBSMD social media channels
- Additional recognition as one of the following:
 - Auction sponsor
 - Food station sponsor
 - Raffle sponsor

\$2,500- Defining Sponsor

- Logo on Big Brothers Big Sisters of Metropolitan Detroit Website
- Logo on Electronic Banner at the Great Big Auction
- 4 VIP Tickets to the Great Big Auction
- Quarter page color AD in the Great Big Auction Program Book
- Live ongoing recognition from stage at the Great Big Auction
- Ongoing recognition on all BBBSMD social media channels

Deadline for sponsorship confirmation—April 9, 2020

Contact katie.koch@bbbsdetroit.org or 313-309-9219 for more information.

Big Brothers Big Sisters of Metropolitan Detroit is a 501c3 organization as recognized by the IRS. Donations are tax deductible. W9 available upon request.

SPONSORSHIP FORM

Please complete the information below confirming contribution details. Please print.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State _____ Postal Code: _____

Phone: _____ Email: _____

Yes, this confirms our support of the Great Big Auction event taking place on May 7, 2020 at the Piquette Avenue Plant as follows:

☐ \$20,000

☐ \$15,000

☐ \$10,000

☐ \$5,000

☐ \$2,500

Payment Info: My check in the amount of \$ _____ is enclosed.

Checks are payable to: Big Brothers Big Sisters of Metropolitan Detroit and can be mailed to BBBS,
7700 Second Ave, Suite 602, Detroit, MI, 48202

Upon request to katie.koch@bbbsdetroit.org, invoices and W9 will be sent electronically. Your support will be outlined and confirmed upon receipt of payment. Your prompt response to our request for logos/artwork requirements of your sponsorship is greatly appreciated.

EIN: 38-6112533