



**Big Buzz  
Idea Group**

Sponsorship Growth for  
Your Nonprofit

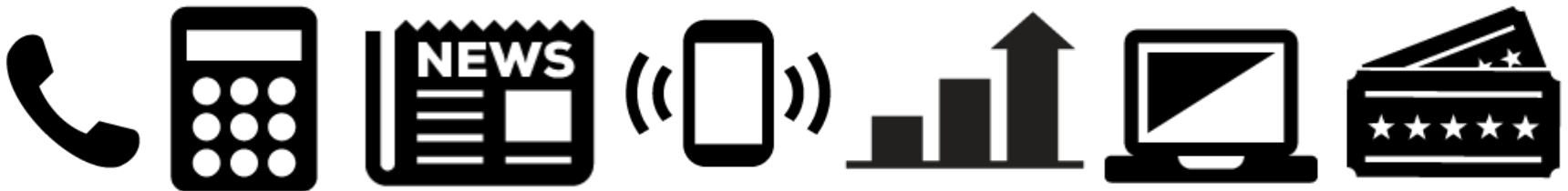


[BigBuzzIdeaGroup.com](http://BigBuzzIdeaGroup.com)

# About Big Buzz Idea Group

Many nonprofit executives lack the time, staff, skills and funding they need to succeed. Big Buzz Idea Group fills gaps in management, marketing and events so you can focus on the big picture and position your organization to thrive.

Big Buzz Idea Group fuels nonprofit organizations to fuel positive change in the world.





# Big Buzz Idea Group Sponsor Highlights



# Sponsorship Defined

A person, firm or company that supports an event, team or organization through a monetary commitment or a product/service donation in exchange for business exposure and/or a chance to connect with potential customers.

# Why Do Companies Sponsor?

- Brand Visibility
- Brand Introduction
- Consumer Connection
- Lead Generation
- Direct Sales
- Goodwill/CSR
- Reaching Niche Audiences
- Community Support
- Employee Engagement
- Promotion/Media
- Audience Insights
- Thought-Leadership



# What Can Be Sponsored?

- Events
- Awards
- Donor Walls
- Computer Labs
- Vehicles
- Programs
- Rooms/Fields/Courts
- Entertainment
- Meals
- Technology
- Retreats
- Volunteer Program
- Annual Video
- Direct Service (Beds, Meals, Backpacks, etc.)
- Breakout Rooms

# Developing a Sponsorship Package

- Cover Letter
- Organizational Info
- Data/Infographic
- Sponsorship Options
- Registration Form





# Storytelling

- Demographics
- Statistics
- Impact
- Goals
- Why does it matter?





## Six Corners Association

4041 N. Milwaukee Ave 301 • Chicago, IL 60641  
Phone: (773) 685-9300 • [www.sixcorners.com](http://www.sixcorners.com)

### SOCIAL AFTER 6 SPONSORSHIP

## Wine About Winter

#### About Event:

Oh the weather outside is frightful, but Community Tavern is so delightful. Since there is no place to go, let's sip on some wine and try to forget the cold. The lights are turned way down low, so head on over and enjoy a live show.

#### Event Purpose:

Wine about Winter takes a satirical approach to coping with the struggles Chicagoans face during our infamous winters and turns them into a community bonding experience. The event follows the model of "light, quick, and easy" to help execute fun and engaging events in order to build community, cultivate place, and support businesses. The event brings local residents through the doors of your business in a way that is inviting, cultivates experience, and creates significance in memories. This event will help you build a larger customer-base and promote customer loyalty. Simultaneously, the partnership between Six Corners Association and Community Tavern helps us collaboratively foster a sense of community and place that yields positive growth for our community.





## SPONSORSHIP OPPORTUNITIES

## DEMOGRAPHICS

**41%**

of the residents  
are between  
**30 and 59**

**45.7%**

of the  
residents are  
married

average  
household  
income is  
**\$68,000**

13% of businesses  
in Six Corners  
have been open  
**25 YEARS**  
or longer

**48.5%**

of Six Corners  
businesses are  
**independently-owned**

**OVER 50**  
new businesses  
have opened in  
Six Corners  
**SINCE 2014**

**\$47,696**  
median household income

**34.7**  
median age

**71,197**  
total population



## PROMO SUMMARY

**7,210** 

daily impressions  
on Facebook

**3,200** 

impressions via  
the electronic  
newsletter weekly

**3,000** 

impressions via  
the OIPA newsletter  
each month

**5,600** 

visits on the SCA  
website quarterly

**92,000** 

Vehicles pass through  
Six Corners daily

**1 mil** 

impressions via  
posters displayed  
via area kiosks



Your sponsorship in NAWBO provides

empowerment **knowledge**  
 inspiration opportunities  
 relationships **growth**  
 confidence purpose



## Our strength is in our numbers

### U.S. Women Business Owners



### NAWBO Women Business Owners



## Your partnership makes us stronger



**NOTED CHICAGO'S BEST FOOD FEST**

# Ribfest CHICAGO

## JUNE 12-14, 2020

### The Summer Tradition of BBQ, Music and More!

Join 50,000 fans for 50,000 pounds of pork and 25 hours of original music.

Five time winner of the coveted "Best Food Fest" title, Ribfest Chicago fires up the excitement even MORE this year. This year's updated menu that highlights amazing food, Chicago's all-new Town Square Lounge and tented Backyard, a new family fun area, and many more surprises.



After 20 years and nearly a million satisfied customers, nothing comes close to the original. Ribfest Chicago continues to evolve and improve so its audience and event partners keep coming back for more. Be part of the unveiling of this all-new recipe for summer fun. It's the perfect venue to align your brand and engage with Chicago.

**DEMOGRAPHICS**



**MEDIA COVERAGE**

- READER: ISUN, TIMES
- FOX 32
- W
- @chicago @ribfest
- Produced on FOOD NETWORK

**RIBFEST-CHICAGO.COM**

HOSTED BY **Northcenter** CHAMBER OF COMMERCE

PRODUCED BY **Big Buzz IdeaGroup**

PHOTOS: Steven F. Gross



**BigBuzzIdeaGroup.com**

# Two Sponsorship Theories

## Standard Packages

- Generalized
- Sponsor “Kit”
- Multiple Choices
- Various Prices

## Customized Packages

- Targeted
- Specific Ask
- A Single Focus
- Larger Pricetag





# Create an Asset Inventory

- Speaking Opps
- Email Reach
- Social Media Reach
- Volunteers
- Attendees
- Other Visibility Opps
- Displays
- Tickets
- Posters/Flyers/Etc.
- Volunteer Shirts
- Invitations
- Signage
- Website Banners/Ads

# Form Styles



CORPORATE PARTNERSHIPS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
Available Points (Additional Points: 1 = \$100)	50	35	20	10	5	0
Total Investment	\$30,000.00	\$20,000.00	\$10,000.00	\$5,000.00	\$2,500.00	\$1,000.00
One year partnership from payment of invoice						
<b>BRANDING</b>						
Logo on Website Under Sponsorship Level	•	•	•	•	•	NA
Link to Your Website	•	•	•	•	•	NA
Banner Ad	full year	full year	6 months	1 month	NA	NA
Below are items that can be purchased with additional points. 1 point = \$100						
Newsletter Article Submission (topic & content to be pre-approved)	10	10	10	10	10	10
Banner Ad on Website for 1 Month	NA	NA	10	NA	5	5
Social Media Post	2	2	2	2	2	2
<b>EVENT PARTNER BENEFITS</b>						
<b>ACHIEVEMENT LUNCHEON (400+ attendees)</b>						
1 Page Color Ad	•	•	10	NA	NA	NA
Additional 1 Page Color Ad	10	10	10	NA	NA	NA
1/2 Page Ad	NA	NA	•	NA	NA	NA
Upgrade to 1/2 Page Ad	NA	NA	NA	2	5	10
Upgrade to Whole Page Ad	NA	NA	5	10	15	20
1/4 Page Ad	NA	NA	NA	•	2	5
Premier Table (Signage with Company Logo)	2 Tables	2 Tables	1 Table	NA	NA	NA
Upgrade to 1 Premier Table (Company Logo)	NA	NA	NA	15	15	15
Seats	NA	NA	10	5	2	1
Place Items on Attendee Chairs	5	5	5	NA	NA	NA
Event Signage (placement based on level)	•	•	•	•	•	•
Logo on Invitations	•	•	•	•	•	•
Partnership Level Recognition in Premier Event Marketing Materials	•	•	•	•	•	•
One Corporate Woman of Achievement Award	•	•	•	•	•	•
Ability to Address Audience and Show Commercial	10	15	20	NA	NA	NA
Partnership Level Recognition in Chair's Ad (if available)	•	•	•	•	•	•
Introduction of Keynote Speaker	•	NA	10	NA	NA	NA
Exhibitor Booth	•	•	•	•	•	•
<b>NAWBO TALKS (Quarterly) (30+ attendees)</b>						
Tickets	12 Tickets	8 Tickets	4 Tickets	NA	NA	NA
Exhibit Booth	5	5	5	5	5	5
Listing as sponsor on all event materials	•	NA	10	NA	NA	NA
Ability to Address audience and show video at one event	•	NA	10	NA	NA	NA
Introduction of Speaker at One Event	10	10	10	10	NA	NA

NAWBO Chicago Area Chapter  
4055 W. Peterson Ave., Suite 105 | Chicago, IL 60646  
T: 773.741.4955  
info@nawbochicago.org



**SPONSORSHIP OPPORTUNITIES**

The 37th Annual Celebration of Achievement Reimagining Possibilities

Thursday, September 10 9:00 a.m.–5:00 p.m.

For questions regarding sponsorship packages, please contact:

**NAWBO Chicago**  
4055 W. Peterson Ave.  
Suite 105  
Chicago, IL 60646  
773.741.4955  
info@nawbochicago.org



## The 37th Annual Celebration of Achievement Reimagining Possibilities

NAWBO Chicago's premier event, Reimagining Possibilities, The 37th Annual Celebration of Achievement, draws 500+ attendees and features an accomplished female speaker. Past speakers have included USA Network Founder Kay Koplovitz, Oprah Winfrey, Lisa Ling, Eva Gabor, Dr. Mae Jemison (NASA astronaut), Marlo Thomas, Gloria Steinem, Whoopi Goldberg and Christie Hefner.

This year's Celebration of Achievement will recognize the Coronado Women of Achievement and the presentation of the Woman Business Owner of the Year and Member of the Year awards.

- |   |   |
|---|---|
| <p><b>Diamond Sponsor</b></p> <ul style="list-style-type: none"> <li>• Diamond Sponsor on all event signage and invitations</li> <li>• Sponsor co-branded with NAWBO Chicago the day of the event.</li> <li>• Logo on NAWBO Chicago website for one year</li> <li>• Banner ad with link to sponsor's website on NAWBO Chicago website for one year</li> <li>• One year local membership for five people</li> <li>• Full-page color ad in the event program with top available placement when sponsorship confirmed</li> <li>• VIP tickets for 20 guests to the event</li> <li>• Sponsor nominates a recipient for Corporate Woman of Achievement Award</li> </ul> | <p><b>\$30,000</b></p> <ul style="list-style-type: none"> <li>• Participation in Virtual Exhibit Hall</li> <li>• Special recognition as a Diamond Sponsor on publicity materials</li> <li>• Sponsor recognition on all media releases</li> <li>• Introduction of Keynote Speaker</li> <li>• Participate on stage for a portion of program and show commercial/video. Video will also run in post-event newsletter</li> <li>• Sponsor promoted through branded messaging on social media outlets</li> <li>• Sponsor recognition in post-event publicity</li> </ul> |
| <p><b>Platinum Sponsor</b></p> <ul style="list-style-type: none"> <li>• Platinum Sponsor on all event signage and invitations</li> <li>• Logo on NAWBO Chicago website for one year</li> <li>• Banner ad with link to sponsor's website on NAWBO Chicago website for one year</li> <li>• One year local membership for four people</li> <li>• Full-page color ad in the event program with top available placement when sponsorship confirmed</li> <li>• VIP tickets for 20 guests to the event</li> </ul>  | <p><b>\$20,000</b></p> <ul style="list-style-type: none"> <li>• Sponsor nominates a recipient for Corporate Woman of Achievement Award</li> <li>• Participation in Virtual Exhibit Hall</li> <li>• Special recognition as a Platinum Sponsor on publicity materials</li> <li>• Sponsor recognition on all media releases</li> <li>• Sponsor promoted through branded messaging on social media outlets</li> <li>• Sponsor recognition in post-event publicity</li> </ul>  |
| <p><b>Gold Sponsor</b></p> <ul style="list-style-type: none"> <li>• Gold Sponsor on all event signage and invitations</li> <li>• Logo on NAWBO Chicago website for one year</li> <li>• One year local membership for three people</li> <li>• Listing as Gold Sponsor on NAWBO home webpage</li> <li>• Banner ad with link to sponsor's website on NAWBO Chicago website for six months</li> <li>• Half-page color ad in the event program</li> </ul>  | <p><b>\$10,000</b></p> <ul style="list-style-type: none"> <li>• Participation in Virtual Exhibit Hall</li> <li>• Ten event tickets</li> <li>• Sponsor nominates a recipient for Corporate Woman of Achievement Award</li> <li>• Gold Sponsor recognition on publicity materials</li> <li>• Sponsor recognition on all media releases</li> <li>• Sponsor promoted through branded messaging on social media outlets</li> <li>• Sponsor recognition in post-event publicity</li> </ul>  |

# Form Styles



CORPORATE PARTNERSHIPS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING
Available Points (Additional Points: 1 = \$100)	50	35	20	10	5	0
Total Investment	\$30,000.00	\$20,000.00	\$10,000.00	\$5,000.00	\$2,500.00	\$1,000.00
<i>One year partnership from payment of invoice</i>						

BRANDING						
Logo on Website Under Sponsorship Level	•	•	•	•	•	NA
Link to Your Website	•	•	•	•	•	NA
Banner Ad	full year	full year	6 months	1 month	NA	NA
<i>Below are items that can be purchased with additional points. 1 point = \$100</i>						
Newsletter Article Submission (topic & content to be preapproved)	10	10	10	10	10	10
Banner Ad on Website for 1 Month	NA	NA	NA	NA	5	5
Social Media Post	2	2	2	2	2	2

# Form Styles

## RIB TIP (\$2,500-\$4,999)

- Recognized from the Main Stage twice daily
- Includes a 10' x 10' space at the festival (Sponsor responsible for all equipment)
- Two company banners will be hung at Ribfest Chicago (Sponsor to provide)
- Company recognized in Chamber newsletter
- Company logo will be displayed on event stage banners and event web site
- Sponsor will receive 10 Ribfest Chicago passes and four T-shirts

## Promotional Campaign Sponsor

**\$1,000 – 3 AVAILABLE**

The Six Corners Association features three promotional campaigns annually to promote the businesses located in Six Corners:

**1. This Place Matters** – social media campaign that takes place in May as part of the National Trust for Historic Preservation program

**2. Shop Six Corners** – social media campaign that takes place in November and December as part of the nationwide “Shop Local” campaign. Encourages residents to shop at small, independently-owned businesses

**3. Thanks a Latte** – Thanks-a-latte gift cards will be distributed to people who are doing nice and neighborly things around Six Corners! From picking up trash to holding the door open for someone else, their good deeds will be featured on social media in August.

- As the featured sponsor of one of these promotional campaigns, your business will have its logo featured on all social media, emails and related promotional materials as the Presenting Sponsor of your particular campaign.
- Sponsor logo included on the web page for the campaign
- Business logo featured on social media via “Event Page” or “Campaign Frame” as applicable

## At-a-Glance Sponsorship Opportunities

SPONSORSHIP LEVEL	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500	Advocate \$500
Social Media Vending Machine	x2					
Drinkable Art	x1					
Wine Sponsor	x2					
Headliner Runway Presentation		x1				
Show Finale		x1				
Food Truck		x5				
Student Spotlight		x1				
Selfie Experience		x3				
Runway Presentation Team			x12			
Nitrogen Ice Cream Station			x1			
Accent Nail Station			x1			
Relax and Recharge			x2			
Onsite Live Screen Printing			x1			
Live Painting			x1			
Live Chainsitching			x1			
"Booth-Less" Photo Booth			x2			
Roaming Social Photographer			x2			
Mic Drop Sponsor				x1		
Beauty Gift Bag				x8		
Bar Branding				x2		
Cabana Lounges				x5		
Temporary Airbrush Tattoos				x1		
Student Sponsor					x20	
Event Banners					x20	
Promotional Partner					x10	
SnapChat Filter						x4
Event Swag						x4

## What's Included With Your Sponsorship

SPONSORSHIP LEVEL	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500
Main Event Tickets	8	6	4		
VIP Cocktail Reception	2	2	1		
Gift Bag	x	x	x	x	
Red Carpet Step and Repeat Backdrop	x	x	x		
Press Release	x	x	x		
Invitation	x	x	x		
Double-Page Journal Ad	x	x	x		
Single-Page Journal Ad				x	x
Post-Event Photo Gallery	x	x	x	x	x

## silver \$10,000 Sponsorships



### NITROGEN ICE CREAM STATION 1 OPPORTUNITY

Get excited for a new style of ice cream you will delight and devour. Your brand logo on the liquid-nitrogen station and naming rights to an ice cream creation can bring a tasty treat to the event. Dazzle guests with this nitro dessert station which is sure to make this one of the most memorable activations at this year's event.

### RELAX AND RECHARGE 2 OPPORTUNITIES

These inviting lounges will provide guests a comfortable space where they can recharge their mobile devices while relaxing in a space designed by your company. Add flair and fun to your branded lounge area and enhance the experience for all to "relax and recharge."

### ACCENT NAIL STATION SOLD 1 OPPORTUNITY

Show your style with an accent nail provided by professional nail artists. This opportunity promotes both your logo on the station and directly supports the beauty industry nail technicians sharing their skills. One of the most memorable activations at this year's event.

### ONSITE LIVE SCREEN PRINTING 1 OPPORTUNITY

Through live screen printing you can share entertainment and craft with a freshly screen-printed giveaway. Your sponsorship will put your brand and a customizable design into the hands of the audience.

## What's Included With Your Sponsorship

SPONSORSHIP LEVEL	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500
Main Event Tickets	8	6	4		
VIP Cocktail Reception	2	2	1		
Gift Bag	X	X	X	X	
Red Carpet Step and Repeat Backdrop	X	X	X		
Press Release	X	X	X		
Invitation	X	X	X		
Double-Page Journal Ad	X	X	X		
Single-Page Journal Ad				X	X
Post-Event Photo Gallery	X	X	X	X	X

# Sponsorship Best Practices

- Ask Sponsors What Their Goals Are
- Customize Packages to Meet Sponsor Goals
- Don't Giveaway Benefits
- Be Consistent
- Document Customized Packages
- Have a Signed Sponsor Agreement

# Sponsorship Best Practices

- Be Wary of “Sponsorships” That Cost You Money
- Set Up In-Kind Valuation Parameters
- Develop a Policy for the Following:
  - Data Sharing/Privacy of Members
  - Sponsorships That Don’t Align with the Organization
  - Sponsorships That Don’t Add Value





**Big Buzz  
Idea Group**

Questions



# Big Buzz Idea Group

Melissa Lagowski

[melissa@bigbuzzideagroup.com](mailto:melissa@bigbuzzideagroup.com)

773.804.8589

[www.BigBuzzIdeaGroup.com](http://www.BigBuzzIdeaGroup.com)



[BigBuzzIdeaGroup.com](http://BigBuzzIdeaGroup.com)