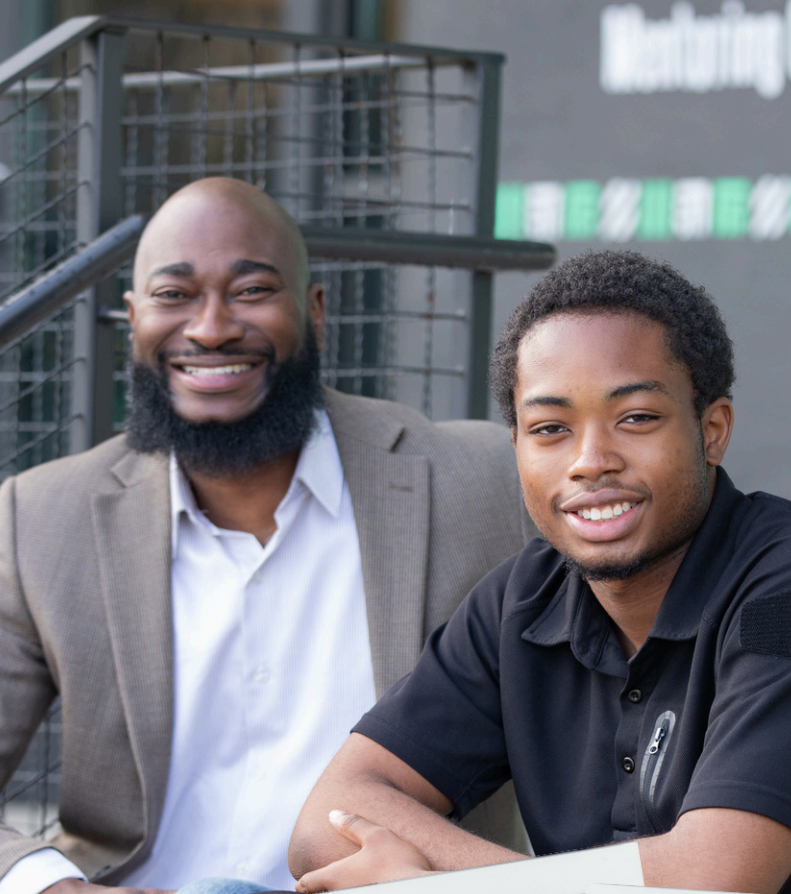


Big Brothers Big Sisters

OF METRO ATLANTA



LEGACY

LUNCHEON

BBBS ATL

Celebrating 30 years of igniting youth's potential, engaging the community, & showcasing the impact of mentoring.



11.21.2024 | Fox Theatre Atlanta

A NEW LEGACY



Big Brothers Big Sisters of Metro Atlanta plays a vital role in strengthening our communities. We're committed to defending the potential of young people and your support is essential to our mission. Thank you for making it all possible.

Reflecting the spirit of innovation that characterizes the vibrant community we serve, Big Brothers Big Sisters of Metro Atlanta is pleased to announce a transformative update to our marquee fundraising event, Legacy. This year – Legacy's 30th Anniversary – we will pivot from the classic gala award presentation to a contemporary luncheon format, complemented by a thought-provoking panel discussion, robust networking opportunities, and – as always - a celebration of the impact of youth mentoring.

This change is inspired by our desire to create a more interactive and engaging experience for all attendees. The luncheon format will allow for deeper discussion on topics that are crucial to our mission and to the youth we serve. It also provides a platform for voices from diverse sectors to share insights and foster dialogue that promotes positive outcomes for our community.

We warmly invite you to be part of this exciting new chapter of Legacy at the Fox Theatre in Midtown Atlanta. Your presence would be immensely valued as we continue to work together to make a lasting impact on the lives of young people in Metro Atlanta.

Michele Pearce

Chief External Relations Officer

Big Brothers Big Sisters of Metro Atlanta



Panelist

Paul Brown
Inspire Brands, CEO



Panelist

Richard Cox
Delta Air Lines, Senior VP

Legacy Luncheon is the exciting new incarnation of the signature event hosted by Big Brothers Big Sisters of Metro Atlanta designed to foster community engagement and raise awareness of the impact of youth mentoring. The event features a networking luncheon, and an insightful keynote address and panel discussion.

Legacy celebrates achievement and potential by presenting scholarships and awards to deserving individuals, highlighting their contributions and inspiring continued excellence. Your participation supports the youth mentoring programs of BBBSMA.



The Cause

BIG BROTHERS BIG SISTERS OF METRO ATLANTA



serves more than 1,300 Atlanta youth ages 8-18 annually, creating and supporting mentoring relationships that ignite the power and promise of youth. Studies show that those furthest from opportunity benefit the most from mentoring. Our Littles face significant social and economic barriers with 78% residing in low-income households, 71% living in single-parent households, and 22% having a parent who has been incarcerated.



Your Impact:

2022 Statistics



Graduated High School on time



Were promoted to the next grade level



Avoided the Juvenile Justice system



For more information, please contact:

Stephanie Block
Corporate Relations Manager
404.601.7045 // Stephanie.Block@bbbsatl.org



Sponsorship Opportunities

PLATINUM SPONSOR | \$50,000

- All the benefits of Gold 'Leadership Circle' Sponsorship, plus...
- Two tables with prime seating for twenty-four guests
- Multiple Acknowledgements by Emcee throughout program
- Opportunity to present a corporate video during awards program (1 min.)
- Cover page ad in the event program
- Sponsor Spotlight in BBBS Subscriber Email
- Post-event recognition in e-blast

GOLD 'LEADERSHIP CIRCLE' SPONSOR | \$25,000

- Table with seating for 12 guests
- Recognition and participation in live event, including brand promotion
- Full-page color advertisement in the program booklet
- Name recognition on invitations, promotional materials and program booklet
- Name included in press materials
- Acknowledgement in agency annual report
- Social media recognition
- Leader recognized as a Leadership Circle Member



SILVER SPONSOR | \$15,000

- Table with seating for 10 guests
- Recognition and participation in live event, including brand promotion
- Half-page black and white advertisement in program booklet
- Acknowledgement in program booklet and agency annual report
- Name included in press materials



BRONZE SPONSOR | \$10,000

- Table with seating for 10 guests
- Acknowledgement in program booklet and agency annual report

PATRON SPONSOR | \$5,000

- Table with seating for 6 guests
- Acknowledgement in program booklet

Patron Ticket | \$600

- One guest seat

Limited individual patron tickets available, please visit our website at bbbsatl.org/legacy

2023 SPONSORS INCLUDED:

Arthur M. Blank Family Foundation
Cox Enterprises
Georgia-Pacific Foundation
Georgia Power Company
Publix Super Markets Charities
The UPS Foundation
Chick-fil-A

CIBC Private Wealth Management
First Horizon
Greenberg Traurig, LLP
KPMG
Kelly Loeffler & Jeff Sprecher
Tanner, Ballew & Maloof
AMN Healthcare

Centene
CERM
The Coca-Cola Foundation
EY
Fiserv
The Home Depot
Homrich Berg

Masters Capital Management
Norfolk Southern
Reicon Management
Ron & Jeannie Stewart
Wells Fargo
The Atlanta Journal-Constitution
United Distributors



For more information, please contact:

Stephanie Block
Corporate Relations Manager
404.601.7045 // Stephanie.Block@bbbsatl.org



Sponsorship Response Form

Please complete and return this form to:
BIG BROTHERS BIG SISTERS OF METRO ATLANTA
680 Murphy Avenue SW, Suite 1090,
Atlanta, Georgia 30310
Fax: 404.601.7069
Email: events@bbbsatl.org

SPONSOR CONTACT

(Please list the individual responsible for coordinating your sponsorship.)

Please list your company name as it should appear on all sponsor materials.

Company Name: _____

Contact Name: _____

Phone No.: _____

Email: _____

Decision Maker: _____

Finance/Billable Dept. _____

COMPANY INFORMATION

(For sponsorship billing & payment.)

Address: _____

City, State, Zip: _____

Phone No.: _____

Email: _____

GUEST LIST REGISTRATION - DEADLINE TO SUBMIT: NOVEMBER 12

(Please list the individual responsible for guest list registration.)

Contact Name: _____

Contact Title: _____

Phone No.: _____

Email: _____

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | \$100,000

Platinum Sponsor | \$50,000

Gold Sponsor | \$25,000

Silver Sponsor | \$15,000

Host Sponsor | \$10,000

Patron Sponsor | \$5,000

I would like to make a donation | \$ _____

PAYMENT INFORMATION

Payment by Check

Enclosed is my check in the amount of \$ _____.

Made payable to: Big Brothers Big Sisters of Metro Atlanta

Please send invoice.

Visit our website at www.bbbsatl.org/legacy to register or pay by credit card

2024 SPONSORSHIP AGREEMENT

This form shall act as a written commitment to pay the full sponsorship amount selected above.

Signature: _____

Printed Name: _____

Date: _____

For more information, please contact:

Stephanie Block
Corporate Relations Manager
404.601.7045 // Stephanie.Block@bbbsatl.org



QUESTIONS?

Please contact:

Stephanie Block

Corporate Relations Manager

Stephanie.Block@bbbsatl.org

404.601.7045

LOGOS

Please submit all company logos in an unzipped, vector format (.png, .eps, or .ai) to

John Mangan

Marketing & Communications Manager

John.Mangan@bbbsatl.org

404.601.7066.

PLEASE NOTE:

Sponsors who do not submit a logo by

Friday, November 1st

will have their company name spelled out on all sponsored signage.





2024: Program Ad Sizes

Thank you for sponsoring the Legacy Awards!
Please note the following due dates for your sponsorship benefits.

The printed event program size is 8.5" width x 6" length

Full Page

AD SIZE
8.5" x 6"

1/2 Page

AD SIZE
4.25" x 6"

Note: ad size is live area; no bleed.

Deadline to submit ad is November 1st.

For more information on marketing, please contact:

John Mangan

Marketing & Communications Manager

John.Mangan@bbbsatl.org // 404.601.7066



**Big Brothers
Big Sisters.**
OF METRO ATLANTA

