

BBBSMA PRESENTS

LEGACY  
LUNCHEON

BBBS ATL

SHOWCASING THE POWER OF  
**MENTORSHIP**

WEDNESDAY, NOVEMBER 12, 2025  
**11:00 AM-1:30 PM**

FOX THEATRE

[WWW.BBBSATL.ORG](http://WWW.BBBSATL.ORG)





# Mentorship in action



***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.***

[www.bbbsatl.org](http://www.bbbsatl.org)

Our luncheon will continue to be complemented by a thought-provoking panel discussion, robust networking opportunities, and a celebration of the impact of youth mentoring.

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 Legacy format 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.

Kwame Johnson

President & CEO

Big Brothers Big Sisters of Metro  
Atlanta





## 2025 PANELISTS

**Shane Jackson CEO,  
Jackson Healthcare**

**Morgan Shaw Parker,  
President & COO,  
Atlanta Dreams**



**Network with over 400 ATL Business leaders**





# The Cause

## BIG BROTHERS BIG SISTERS OF METRO ATLANTA



serves more than 2100 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:*

2024 Statistics

97%  
of Seniors

Graduated High School on time

99%  
of Littles

Were promoted to the next grade level

99%  
of Littles

Avoided the Juvenile Justice system



For more information, please contact:

Stephanie Block  
Corporate Relations Manager  
404.601.7045 // [Stephanie.Block@bbbsatl.org](mailto:Stephanie.Block@bbbsatl.org)



# Sponsorship Opportunities

## PRESENTING 'LEGACY' SPONSOR | \$50,000

- All the benefits of Gold 'Leadership Circle' Sponsorship, plus...
- Two tables with prime seating for twenty 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
- Opportunity to sponsor and present a scholarship to a Little in the program
- Sponsor Spotlight in BBBS Subscriber Email
- opportunity to present a video
- Post-event recognition in e-blast
- logo recognition on program cover
- 20 complimentary parking spaces for guests



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

- Table with seating for 10 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
- 10 complimentary parking spaces for guests



## SILVER 'DEFENDER' SPONSOR | \$15,000

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



## BRONZE 'HOST' SPONSOR | \$10,000

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

## PATRON SPONSOR | \$5,000

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

- **Patron Ticket | \$350** One guest seat      Limited individual patron tickets available,

### 2024 SPONSORS INCLUDED:

Arthur M. Blank Family Foundation  
Cox Enterprises  
Chick-fil-A  
CIBC Private Wealth Management  
The Coca-Cola Company

EY  
First Horizon  
Genuine Parts Company  
Georgia Natural Gas  
Georgia-Pacific Foundation

Georgia Power Company  
Greenberg Traurig, LLP  
Insight Global  
KPMG  
Publix Super Markets Charities

Norfolk Southern  
Reicon Management  
Superior Group  
Synovus  
The Home Depot



### For more information, please contact:

Stephanie Block  
Corporate Relations Manager  
404.601.7045 // [Stephanie.Block@bbbsatl.org](mailto: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](mailto: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: OCTOBER 29

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

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Phone No.: \_\_\_\_\_

Email: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

☐ Presenting Sponsor | \$50,000

☐ Gold Sponsor | \$25,000

☐ Silver Sponsor | \$15,000

☐ Host Sponsor | \$10,000

☐ Patron Sponsor | \$5,000

☐ Patron Ticket | \$350

☐ 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](http://www.bbbsatl.org/legacy) to register or pay by credit card

## 2025 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](mailto:Stephanie.Block@bbbsatl.org)



### QUESTIONS?

Please contact:

**Stephanie Block**

Corporate Relations Manager

[Stephanie.Block@bbbsatl.org](mailto: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](mailto:John.Mangan@bbbsatl.org)

404.601.7066.

### PLEASE NOTE:

Sponsors who do not submit a logo by

**Wednesday, October 29**

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





## 2025: 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 5.5" width x 8.5" length

**Full Page**

**AD SIZE**  
**5.5 x 8.5"**

**1/2 Page**  
**AD SIZE**  
**5.5 x 4.25"**

**Note:** ad size is live area; no bleed.

**Deadline to submit ad is October 29.**

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

