



*"I wanna build something that's
gonna outlive me."*

- Hamilton, the musical

Join us on June 3, 2023, at 6:00 pm at Atlantic Union Bank Center, JMU East Campus.

What: Big Night is Boys & Girls Club of Harrisonburg and Rockingham's largest annual fundraising event. Big Night fundraising is a crucial part of the board's vision to ensure great staff for our youth and affordable care for our families.

Who: 150 in-person attendees who live and/or work in Harrisonburg City and Rockingham County. These attendees have discretionary income and an interest in community.

How: Sponsorship levels include tickets to this indoor event (we can fill your seats if you prefer). An online auction "goes live" a week before the event and is advertised a month ahead. There is also a live auction on the night of the event.

Why: Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The Clubs have grown yearly (we added our 8th Club this year) and serve 450 youth ages 5 to 18 monthly. Demand for our programs and services has increased – with waitlists at all but one Club. Your support closes the gap and enables us to increase wages and benefits for our employees while decreasing fees for our families and youth. Thank you.

SPONSORSHIP LEVELS:

All levels include advertising on our social media platforms.

\$10,000 | *Pre-event:* company logo (live link) on event site. *Early Bird* (first-come-first-serve): be the sole sponsor of the online auction pre-event OR the photobooth sponsor with logo placed on photos. *(Early Bird Sold Out-Other options still available)* *Day of* includes: a table (8 tickets), logo placement on Jumbotron, table placard, and full-page color ad in the program.

\$5,000 | *Pre-event:* company logo (live link) on event site. *Early Bird* (first-come-first-serve): be the sole sponsor of the event dinner OR one of two advertisers for the two bars at the event. *Day of* includes: a table (8 tickets), logo placement on Jumbotron, table placard, and 1/2 page color ad in the program.

\$2,500 | *Pre-event:* company logo (live link) on event site. *Early Bird* (first-come-first-serve): be one of two advertisers in our Dressing Rooms OR the sole sponsor for an Act 1 or Act 2 performance. *(Early Bird Sold Out-Other options still available)* *Day of* includes: 6 tickets, logo placement on room screens, table placard, and 1/4 page color ad in the program.

\$1,500 | *Pre-event:* company logo (live link) on event site. *Day of* includes: 4 tickets, logo placement on room screens, and 1/8 page color ad in the program.

\$750 | *Pre-event:* company name on event site. *Day of* includes: 2 tickets, name placement on room screens, and a name listing in the program.

OTHER SPONSORSHIP OPPORTUNITIES

\$1000 Heads or Tails | The game winner is given a sponsored gift card.

\$1000 Costume Sponsor | Sponsor prizes for 1st and 2nd place winners. **SOLD**

\$300 Advertising Only | 1/8 page program ad, black & white



SPONSORSHIP LEVELS

YOUR CONTRIBUTION SUPPORTS BOYS & GIRLS CLUB OF HARRISONBURG ROCKINGHAM OPERATIONS AND A PORTION OF YOUR SPONSORSHIP CAN BE TAX-DEDUCTIBLE.

		\$10,000	\$5,000	\$2,500	\$1,500	\$750
	TICKETS	1 Table (8 Seats)	1 Table (8 Seats)	6 Seats	4 Seats	2 Seats
PRE-EVENT	EVENT MAILER (APRIL)	Logo	Logo	-	-	-
	EVENT SITE (1/23-7/23)	Color Logo Link	Color Logo Link	Color Logo Link	Link	Name
	FACEBOOK POST(S) BEGINS 1/2023	2 Dedicated Posts w/ Logo	1 Dedicated Post w/ Logo	1 Dedicated Post w/ Logo	Group Post	Group Post
	INSTAGRAM POST(S) BEGINS 1/2023	2 Dedicated Posts w/ Logo	1 Dedicated Post w/ Logo	Group Post	Group Post	Group Post
	EVENT BLASTS (AUCTION - MAY)	Logo	Name	Name	-	-
	E-NEWSLETTER (MONTHLY, STARTS 1/23)	Live Logo	Live Logo	Logo	Logo	Name
EARLY BIRD**	AUCTION SPONSOR LOGO ON BID CARD	1 Available	-	-	-	-
	PHOTOBOOTH LOGO ON PHOTOSTRIPS	1 Available	-	-	-	-
	DINNER SIGNAGE AT TABLE	-	1 Available	-	-	-
	REFRESHMENTS SIGNAGE AT 2 BARS	-	2 Available	-	-	-
	DRESSING ROOM LOGO IN MENS & WOMENS	-	-	2 Available	-	-
	ACT 1 LIVE MUSIC/ART SUPPORT	-	-	1 Available	-	-
	ACT 2 LIVE MUSIC/ART SUPPORT	-	-	1 Available	-	-

****Early Bird Benefactors:** Additional "Day of" opportunities available for those who sign on early in addition to all other category benefits. **Available until sold out or April 28th.**



BOYS & GIRLS CLUBS
OF HARRISONBURG &
ROCKINGHAM COUNTY

SPONSORSHIP LEVELS

CONTINUED

		\$10,000	\$5,000	\$2,500	\$1,500	\$750
	TICKETS	1 Table (8 Seats)	1 Table (8 Seats)	6 Seats	4 Seats	2 Seats
DAY OF EVENT	PRINTED ADS IN PROGRAM	Full Page Color	1/2 Page Color	1/4 Page Color	1/8 Page Color	Listing
	VERBAL RECOGNITION FROM STAGE	✓	✓	✓	-	-
	LOGO DISPLAYED ON JUMBOTRON	✓	✓	-	-	-
	COMPANY PLACARD AT TABLE	✓	✓	✓	-	-
POST-EVENT	JUNE E-NEWSLETTER	✓	✓	✓	✓	✓
	JUNE FACEBOOK THANK YOU POST	✓	✓	✓	✓	✓
	JULY FACEBOOK + E-NEWSLETTER	1 Dedicated + 1 Group Post	1 Group Post	1 Group Post	1 Group Post	1 Group Post

All levels also receive: recognition at event registration; electronic screen acknowledgment placed around the event room; and the ability to host a career day at our Clubs.

ADDITIONAL OPPORTUNITIES

**HEADS OR TAILS
SPONSOR**
Gift card
for winner

1 Available
\$1,000

**COSTUME
SPONSOR**
1st & 2nd
Place Prizes

1 Available
\$1,000

SOLD OUT

**PLAYBILL AD
ONLY**
1/8 Page
B&W

\$300 Each



SPONSORSHIP FORM



We would like to sponsor this worthy event at the following level:

☐

\$10,000 (1 TABLE / 8 TICKETS)

☐

Auction Sponsor

☐

Photobooth Sponsor

☐

\$5,000 (1 TABLE / 8 TICKETS)

☐

Dinner Sponsor

☐

Bar Sponsor

☐

\$2,500 (6 TICKETS)

☐

Dressing Room Sponsor

☐

Act I Sponsor

☐

Act II Sponsor

☐

\$1,500 (4 TICKETS)

☐

\$750 (2 TICKETS)

We will submit our payment:

☐

By Mail

Checks are payable to:

BGCHR

P.O. Box 1223

Harrisonburg, VA 22803

☐

Online

bgchr.org/bignight2023

Please list me/the business in all communications as:

Our point of contact for payment is (name, phone & email):

☐

I have emailed a high-res logo in JPG or PNG format to sshafer@bgchr.org

☐

We would like Boys & Girls Club to fill our seats.

☐

We will fill our allotted seats for this event.
(Guest names & emails due by APRIL 28, 2023.)

Our point of contact for guest communication is ("Same as above" or name, phone & email):