



Big Brothers
Big Sisters®
OF AMERICA

BIGGER
TOGETHER

2022 NATIONAL CONFERENCE SPONSOR & EXHIBITORS

Indianapolis, IN | June 19-22, 2022

THANK YOU FOR YOUR INTEREST

Dear Partner,

Every year, leaders from corporations, community organizations, the field of mentoring and youth development, and Big Brothers Big Sisters agencies come together to learn, network, and celebrate at Bigger Together 2022, the Big Brothers Big Sisters of America National Conference.

The atmosphere at the conference is electric and energizing, and our attendees leave feeling inspired to help defend, ignite, and empower the potential of every youth we serve.

Our agencies learn from one another, from Big Brothers Big Sisters of America, and from leaders in the field. They are focused on finding ways to improve their fundraising, marketing, and programs. They exchange ideas, connect with vendors, explore new services and programs, and learn from experts.

The highlight of each National Conference is the culminating event, the BBBSA National Awards Gala, which is an evening focused on celebrating a year of accomplishments in serving children and improving communities. At the Gala, we hear inspiring stories, honor corporate and community partners, connect with our celebrity ambassadors, and announce our National Big Brother and Big Sister of the Year.

This year's National Conference is in Indianapolis, Indiana. We look forward to hosting over 1,000 attendees committed to the mission of Big Brothers Big Sisters, including agency leaders, board members, staff, and community and corporate partners. Becoming a sponsor of the National Conference is a way to connect with our nationwide network of local agencies, support the work of Big Brothers Big Sisters of America, and demonstrate your commitment to mentoring.

Sincerely,

Deb Barge,
Chief Development Officer

INTRO

2019 SPONSORS & RECAP VIDEO

WHAT CAN YOU SPONSOR?

SPONSORSHIP BENEFITS

VISIONARY

PLATINUM

GOLD

SILVER

BRONZE

EXHIBITORS

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WHAT PEOPLE ARE SAYING

"Excellent conference. Motivating. Inspiring. I always leave the conference motivated. I wish I could send my entire staff and board members every year."

- Small-Mid Agency CEO

"The National Conference has become an integral part in my role as a leader for my organization. I count on the opportunity to learn, network and connect and bring new ideas and energy back to my agency. It is also critical for our agency leadership team and is budgeted annually."

- Mid-Large Agency CEO

"I honestly believe that all board members should have the experience of attending the National Conference. After attending, I am 100 times more invested in this organization and what I can do to help our local agency."

- Small-Mid Agency Board Member

"This was my 3rd conference and the best by far! I loved all the workshops and had a hard time choosing which ones I would attend!"

- Small-Mid Agency CEO

"Overall this was one of the best conferences that I have ever attended...very educational and inspirational."

- Small-Mid Agency CEO

"It was very uplifting and motivating to be a part of. I personally took a lot of information away from this event to bring back to our agency! I definitely recommend other agency staff to go as well!"

- Small-Mid Agency Program Staff

"It was my first conference and I left feeling so much camaraderie and motivation. As a new CEO, the opportunity to network and build relationships was extraordinary."

- Large Agency CEO

"The conference is extremely well organized - does not feel like a non-profit event. Very professional. I believe the conference is one of the most valuable things offered by Big Brothers Big Sisters of America."

- Small-Mid Agency CEO

"This was the first year that our program staff were able to attend the National Conference. We thought that all of the information shared was very beneficial and loved how everyone was so open to discuss their individual programs. My co-worker and I left with so many new ideas and we are eager to start moving forward with them."

- Small-Mid Program Staff

"The keynote speakers and the gala get you pumped up and ready to return to your agency refreshed and invigorated."

- Small-Mid Agency Staff

INTRO

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OUR AUDIENCE

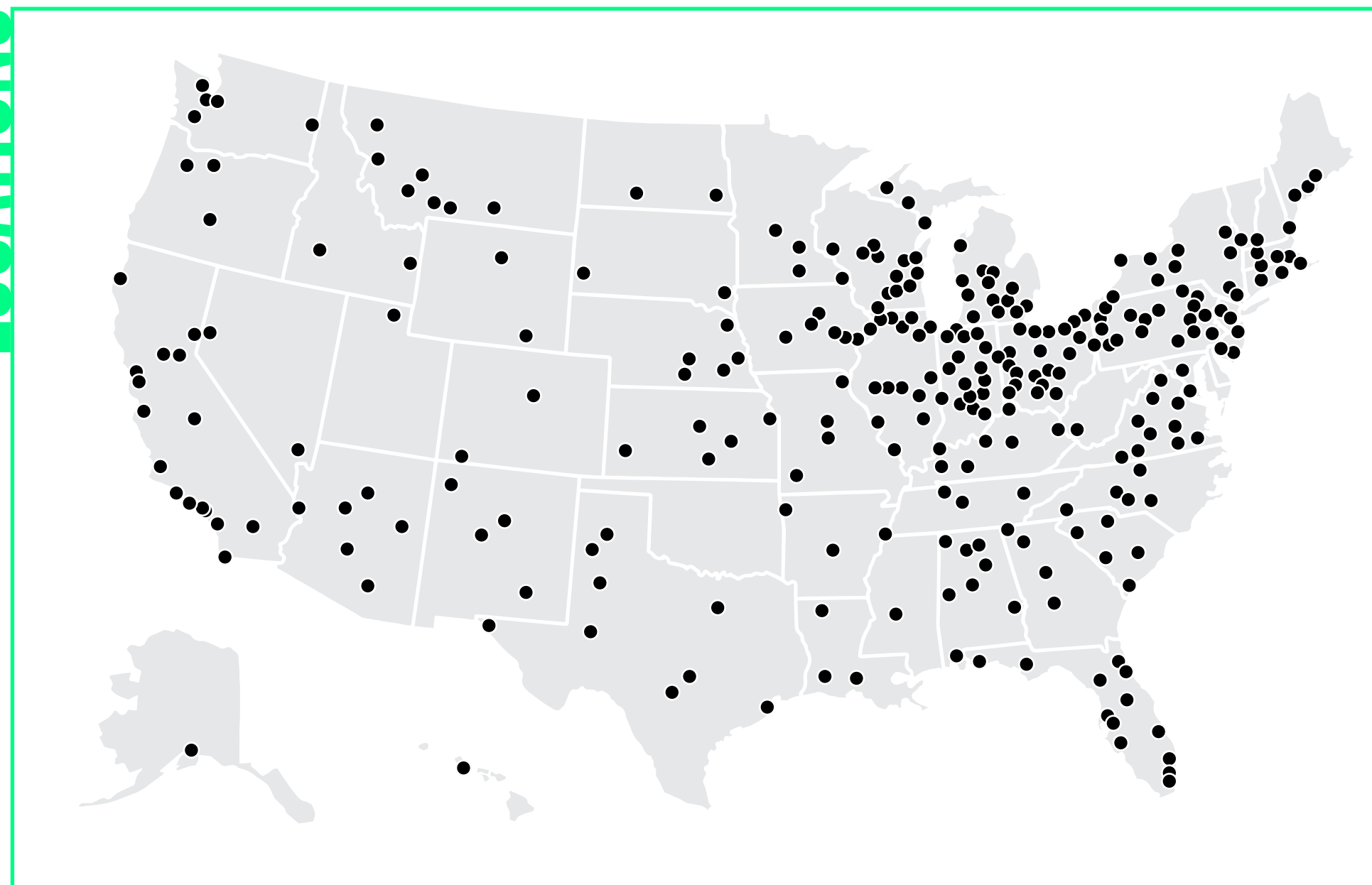
SEGMENTS

- 30% Agency Program Staff
- 25% Agency CEO
- 15% Agency Fund Development and Marketing Staff
- 9% Agency Board Member
- 4% Agency HR/Finance Staff

AGENCY SIZE

- 47% Serve 250-699 Children/
Revenue of \$250,000-\$699,999
- 29% Serve 700-1,500 Children/
Revenue of \$700,000-\$1,500,000
- 23% Serve over 1,500 Children/
Revenue over \$1,500,000

LOCATIONS



INTRO

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VISIONARY

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OUR PAST SPONSORS

VISIONARY SPONSOR



PLATINUM SPONSORS



GOLD SPONSOR



SILVER SPONSOR



[Click here to view a recap of last year's conference.](#)



BRONZE SPONSORS



SUPPORTING AND IN-KIND SPONSORS



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VISIONARY

PLATINUM

GOLD

SILVER

BRONZE

EXHIBITORS

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WHAT CAN YOU SPONSOR?

VISIONARY	\$100,000+
PLATINUM	\$75,000
GOLD	\$50,000
SILVER	\$25,000
BRONZE	\$10,000
.....	
PREMIER EXHIBITOR	\$5,000
EXHIBITOR	\$2,500
.....	
MOBILE APP	VARIES

Sponsorships

We offer a wide range of sponsorship packages to suit your needs. Each package will be customized to provide unique recognition opportunities throughout the conference.

Exhibitors

The BBBSA Exhibit Hall is a unique opportunity to engage with all of our over 240 affiliates represented at the conference. Limited to no more than 30 businesses, each booth is positioned to maximize exposure and leverage key traffic times.

Mobile App Advertisement

All attendees actively use the mobile app. It features a full schedule, locations, session overviews, bios, and special messages from sponsors. Investing in an advertisement in the mobile app allows your company to provide a highly visible message to attendees.

INTRO

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WHAT CAN YOU SPONSOR?

SPONSORSHIP BENEFITS

VISIONARY

PLATINUM

GOLD

SILVER

BRONZE

EXHIBITORS

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SPONSORSHIP BENEFITS

BENEFIT	DESCRIPTION	EXHIBITOR	PREMIER EXHIBITOR	BRONZE	SILVER	GOLD	PLATINUM	VISIONARY
Cost		\$2,500	\$5,000	\$10,000	\$25,000	\$50,000	\$75,000	\$100,000+
Conference Registration	Complimentary registration for set number of associates/guests	1	4	4	4	4	4	4
Table in Exhibitor Resource Center	Complimentary table in Exhibitor Resource Center	X	X	X	X	X	X	X
Logo Recognition	Company logo included in digital and printed collateral.	X	X	X	X	X	X	X
Conference Bag Inclusion	Opportunity to provide materials for the conference bag.		X	X	X	X	X	X
Bigger Together Table	Complimentary table and premier location at the Awards (4 guests)			X	X	X	X	X
Board Meet and Greet	Invitation to the National Board Reception.				X	X	X	X
Mobile App Push Notifications	Text notifications that will be pushed to all attendees using the mobile app.				X	X	X	X
Unique Event Sponsor	Feature sponsor conference event, session, lunch, break, or reception.					X	X	X
Speaking Opportunity	Opportunity to introduce a keynote speaker or give remarks.					X	X	X
Network Communication	Access over 230 agencies through various digital channels (newsletters/social media).					X	X	X
Conference Presentation	Highlight your mentorship expertise during a general session.						X	X
Video Inclusion	Share a one-minute video during the conference.						X	X
Enhanced Sponsor Opportunities	These opportunities are unique to each level. See the details page for each opportunity to learn more.			X	X	X	X	X

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WHAT CAN YOU SPONSOR?

SPONSORSHIP BENEFITS

VISIONARY

PLATINUM

GOLD

SILVER

BRONZE

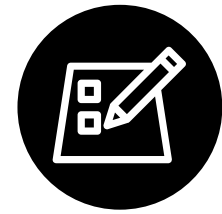
EXHIBITORS

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VISIONARY

\$100,000+



Conference Registration

Complimentary registration for 4 associates/guests.



Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center.



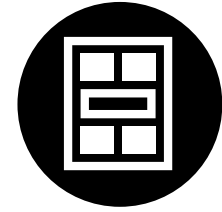
Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (4 guests).



Conference Bag Inclusion

Opportunity to provide materials to be included in all attendees' conference bags.



Logo Recognition

Company logo will be included in digital and printed collateral.



Unique Event Sponsor

Feature sponsor conference event, session, lunch, break, or reception. *(See Enhanced Visionary Benefits)*



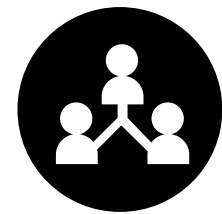
Board Meet and Greet

Invitation to the National Board Reception. *(4 guests)*



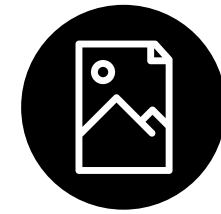
Speaking Opportunity

Opportunity to introduce a keynote speaker or give remarks.



Network Communication

Access over 230 BBBS agencies through various digital channels (newsletters/social media).



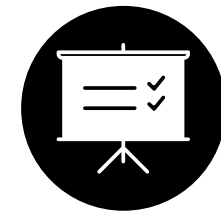
Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



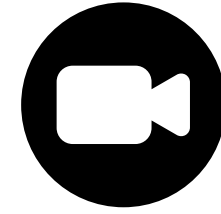
Conference Mobile App Listing

Logo included in the Conference Mobile App.



Conference Presentation

Highlight your mentorship expertise during a general session.



Video Inclusion

Share a one-minute video during the conference.

ENHANCED VISIONARY BENEFITS



Featured Bigger Together Celebration Sponsor

Sponsor of the National Match of the Year to be presented at the Bigger Together Celebration. This is the culminating celebratory event to the National Conference recognizing external partners and some of the most prestigious awards to key influencers to the BBBS network.

AVAILABLE: 1

INTRO

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WHAT CAN YOU SPONSOR?

SPONSORSHIP BENEFITS

VISIONARY

PLATINUM

GOLD

SILVER

BRONZE

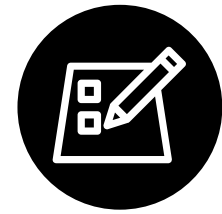
EXHIBITORS

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PLATINUM

\$75,000



Conference Registration

Complimentary registration for 4 associates/guests.



Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center.



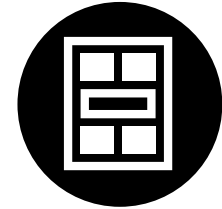
Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (4 guests).



Conference Bag Inclusion

Opportunity to provide materials to be included in all attendees' conference bags.



Logo Recognition

Company logo included in digital and printed collateral.



Unique Event Sponsor

Feature sponsor conference event, session, lunch, break, or reception. *(See Enhanced Visionary Benefits)*



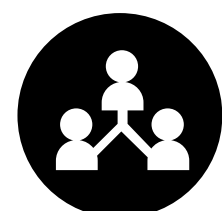
Board Meet and Greet

Invitation to the National Board Reception. *(4 guests)*



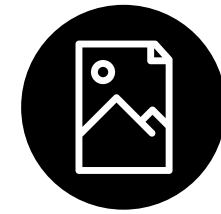
Speaking Opportunity

Opportunity to introduce a keynote speaker or give remarks.



Network Communication

Access over 230 BBBS agencies through various digital channels (newsletters/social media).



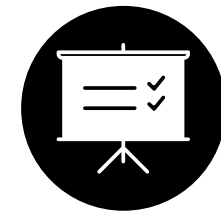
Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



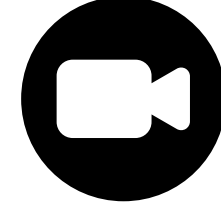
Conference Mobile App Listing

Logo included in the Conference Mobile App.



Conference Presentation

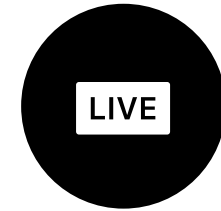
Highlight your mentorship expertise during a general session.



Video Inclusion

Share a one-minute video during the conference.

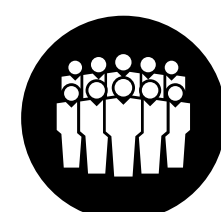
ENHANCED PLATINUM BENEFITS (SELECT ONE)



Backstage and Media Sponsor

Throughout the conference, Big Brothers Big Sisters of America will be hosting 15+ interviews. The Backstage and Media sponsor will be the exclusive sponsor of all interviews at the conference with special recognition given during each interview. Special recognition will also be given by naming the media wall after the Backstage and Media sponsor – for example: "The YOUR COMPANY NAME Social Wall"

AVAILABLE: 1



Welcome Reception

Attendees will have the opportunity to experience a unique Welcome Reception and night out on the town in Indianapolis. A special culinary and musical event that will be themed to the city of Indianapolis will give attendees a warm welcome to the conference and a taste of all that the city has to offer.

AVAILABLE: 1

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WHAT CAN YOU SPONSOR?

SPONSORSHIP BENEFITS

VISIONARY

PLATINUM

GOLD

SILVER

BRONZE

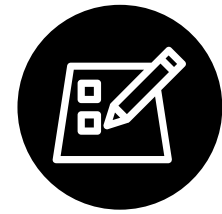
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GOLD

\$50,000



Conference Registration

Complimentary registration for 4 associates / guests.



Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center.



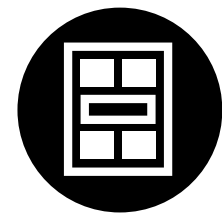
Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (4 guests).



Conference Bag Inclusion

Opportunity to provide materials to be included in all attendees' conference bags.



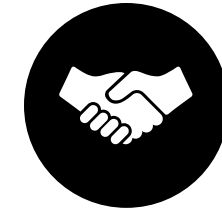
Logo Recognition

Company logo included in digital and printed collateral.



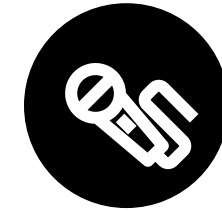
Unique Event Sponsor

Feature sponsor conference event, session, lunch, break, or reception. *(See Enhanced Gold Benefits)*



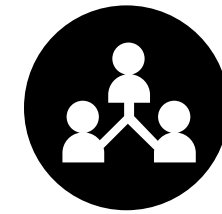
Board Meet and Greet

Invitation to the National Board Reception. *(4 guests)*



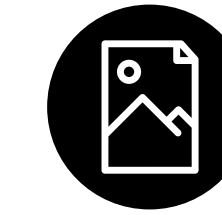
Speaking Opportunity

Opportunity to introduce a keynote speaker or give remarks.



Network Communication

Access over 240 BBBS agencies through various digital channels (newsletters/social media).



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



Conference Mobile App Listing

Logo included in the Mobile App.

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VISIONARY

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GOLD

SILVER

BRONZE

EXHIBITORS

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(benefits continued on next page)

ENHANCED GOLD BENEFITS (SELECT ONE)



General Session

Each General Session will be an inspirational event recapping milestones from the previous year, spotlighting featured dignitaries, celebrating new achievements, and introducing exciting news for the future of the Big Brothers Big Sisters. Agencies will be recognized for achievements at the end of the session. Your company will have the opportunity to provide welcome remarks or provide an introduction to the featured keynote speaker or dignitary in attendance.

AVAILABLE: 3

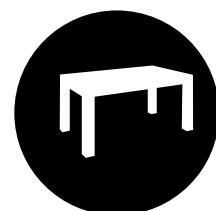


Exhibit Hall Happy Hour

The Exhibit Hall provides an intimate experience for approximately 30 featured businesses to showcase their services to the BBBS network. Your company can sponsor a happy hour in the Exhibit Hall, giving your company prominent visibility, entry signage, and opportunities for unique activations such as scavenger hunts, raffles, or other activities.

AVAILABLE: 1



VIP and National Board Reception on June 22, 2022

The VIP reception will be held before the National Awards Gala. Celebrity ambassadors, National Board Members, BBBSA executive team, and national Bigs of the Year will gather and celebrate. The red carpet event provides an opportunity for a sponsor to provide food and beverage for the reception and an opportunity for engage with the prominent individuals in attendance.

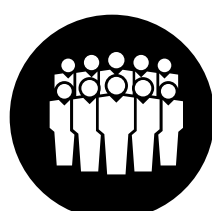
AVAILABLE: 1



Bigger Together Celebration June 22, 2022

The pre-event reception is an all-attendee red carpet event featuring special entertainment, music, and refreshments. Sponsoring this event will provide the opportunity to give remarks and receive prominent brand recognition during the event.

AVAILABLE: 1



Juneteenth Kickoff Celebration

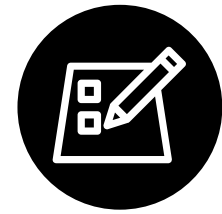
On the opening day of the National Conference, this is a great opportunity to support a network wide hybrid experience that celebrates this historic day for the Black community and the Justice Equity, Diversity, and Inclusion initiatives for BBBSA

AVAILABLE: 1

(Opportunity also available for Platinum, Silver, and Bronze levels)

SILVER

\$25,000



Conference Registration

Complimentary registration for 4 associates/guests.



Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center.



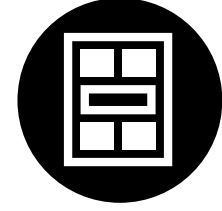
Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (4 guests).



Conference Bag Inclusion

Opportunity to provide materials to be included in all attendees' conference bags.



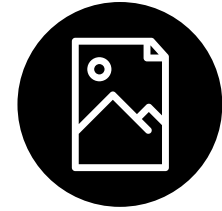
Logo Recognition

Company logo will be included in digital and printed collateral.



Board Meet and Greet

Invitation to the National Board Reception.



Conference Mobile App Advertisement

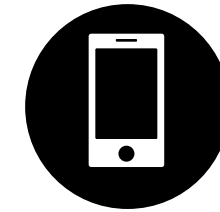
Opportunity to place an advertisement in the Conference Mobile App.



Conference Mobile App Listing

Logo included in the Conference Mobile App.

ENHANCED SILVER BENEFITS (SELECT ONE)



Conference Mobile App

The mobile app provides a full schedule, session descriptions, speaker bios, and a platform for attendee interaction. Sponsors of the mobile app receive logo placement and messaging within the platform.

AVAILABLE: 1



Registration

The registration desk, centered near the General Session Foyer and Exhibit Hall, is the where all attendees are welcomed and where they pick up their badges, bags, and materials. The sponsor of the registration area will receive prominent placement of logos and information, and also a unique opportunity to drive traffic back to registration to pick up a specialty item provided by their company.

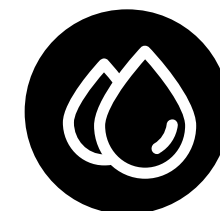
AVAILABLE: 1



Wi-fi Sponsor

Connectivity is vital to all attendees at the conference. While in the meeting space, connecting to the wi-fi requires linking through the hotel wi-fi system. Sponsorship of the wi-fi service for the conference will provide exclusive opportunity to provide branding and messaging to the wi-fi homepage.

AVAILABLE: 1



Hydration Stations

Water stations will be positioned throughout the meeting space and sponsorship will provide opportunity for branding, special messaging, or product placement.

AVAILABLE: 1

(benefits continued on next page)

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SPONSORSHIP BENEFITS

VISIONARY

PLATINUM

GOLD

SILVER

BRONZE

EXHIBITORS

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ENHANCED SILVER BENEFITS CONTINUED (SELECT ONE)



Conference Lanyards and Tote Bags

Conference lanyards and tote bags are a high visibility opportunity to showcase your company logo and remind attendees of your support throughout the conference.

AVAILABLE: 1



Attendee Hospitality Suite

This opportunity allows your company to have a dedicated room to feature your products, conduct demos, or engage with attendees through a hospitality activation. Charging stations, specialty teas, coffee bar, massage chairs are just a few ideas of how to maximize the space. (Costs for activation and all elements in the room are the responsibility of the sponsor.)

AVAILABLE: 1



Birds of a Feather Networking Event

Your company can provide an opportunity for specific groups to gather at the conference. Choose to invite up to 100 people (for example, board members, CEOs, fund development/marketing staff, program staff). Sponsorship will provide a unique opportunity for branding, logo, and product placement.

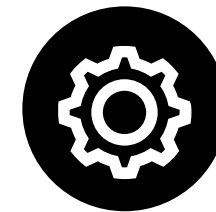
AVAILABLE: 1



Child Safety Pre-Conference Training

This pre-conference session is an all-day event for BBBS leaders and program staff to learn new tools, enhance their understanding of key topics, and attain certification necessary for their development. Sponsorship will provide a unique opportunity for branding, logo, and product placement.

AVAILABLE: 1



Workshop Track

Over 40 workshops will be offered to attendees throughout the conference. Workshop topics will include fundraising, marketing, best practices, volunteer recruitment, HR, Social Impact & DEI, finance, board governance, and leadership development. When your company sponsors a workshop track, we will highlight your company as the exclusive sponsor of that track, provide prominent logo placement, and enable you to disseminate materials at each session.

AVAILABLE: 5



Breakfast

Breakfast Grab & Go meals will kick off each day of the conference. Sponsoring a breakfast will provide your company an opportunity to have prominent brand recognition, message attendees, display or give away items unique to your company, or theme the menu items.

AVAILABLE: 3



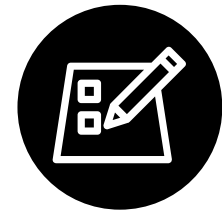
Coffee and Snack Break

The food and beverage breaks during the conference are popular events that give attendees an ability to recharge between sessions. Sponsoring one of the breaks will provide a unique opportunity to select or provide the featured food and beverage items, logo placement, and product placement. (Coffee and water supplied by BBBSA. Additional food costs may apply or can be donated.)

AVAILABLE: 3

BRONZE

\$10,000



Conference Registration

Complimentary registration for 4 associates / guests.



Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center.



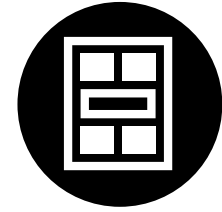
Bigger Together Celebration Table

Complimentary table and premier location at the Bigger Together Celebration (4 guests).



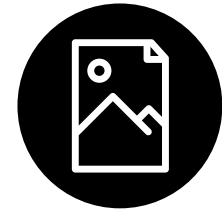
Conference Bag Inclusion

Opportunity to provide materials for the conference bag.



Logo Recognition

Company logo included in digital and printed collateral.



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



Conference Mobile App Listing

Listing in the Conference Mobile App.

ENHANCED BRONZE BENEFIT



Workshop Sponsor

Over 40 workshops will be offered to attendees throughout the conference. Workshop topics will include fundraising, marketing, best practices, volunteer recruitment, HR, Social Impact & DEI, finance, board governance, and leadership development. When your company sponsors a select workshop, we will highlight your company as the exclusive sponsor of that workshop, provide prominent logo placement, and enable you to disseminate materials at each session.

AVAILABLE: 40

(benefits continued on next page)

INTRO

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EXHIBITORS

A LA CARTE

ADVERTISEMENTS

PREMIER EXHIBITOR

PREMIER EXHIBITOR BENEFITS

\$5,000

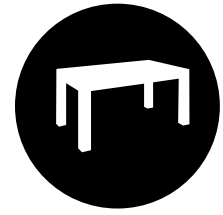
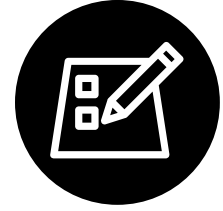


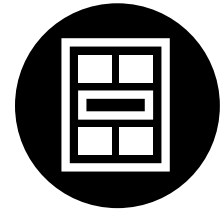
Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center. Wireless high-speed internet access, 6' table, 2 chairs, ID sign included.



Conference Registration

Complimentary registration for 4 associates/guests.



Logo Recognition

Company logo included in digital and printed collateral.



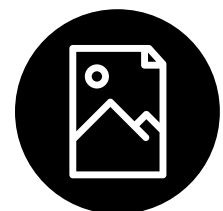
Conference Mobile App Listing

Listing in the Conference Mobile App in Exhibitor Map.



Conference Bag Inclusion

Opportunity to provide materials for the conference bag.



Conference Mobile App Advertisement

Opportunity to place an advertisement in the Conference Mobile App.



30-Minute Demo or Webinar

Opportunity to host a demo for pre-registered attendees in dedicated workshop meeting space during the conference or host a pre- or post-conference webinar.



Mobile App Upgrade Available

Lead retrieval, premium listing, and ad banner available.

EXHIBITOR

EXHIBITOR BENEFITS

\$2,500

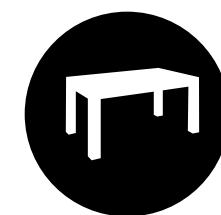
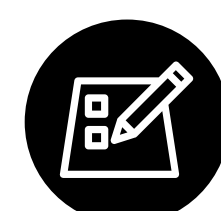


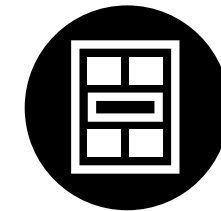
Table in Exhibitor Resource Center

Complimentary table in Exhibitor Resource Center. Wireless high-speed internet access, 6' table, 2 chairs, ID sign included.



Conference Registration

Complimentary registration for 1 associate.



Logo Recognition

Company logo included in digital and printed collateral.



Conference Mobile App Listing

Listing in the Mobile App Exhibitor Map.

All exhibitor applications will be reviewed by the planning committee to ensure your organization is in good standing with Big Brothers Big Sisters and does not have a conflict of interest with any existing national partnership. Additional information may be requested during the review process.

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A LA CARTE FOR PURCHASE (ADD-ONS TO EXISTING PACKAGES)



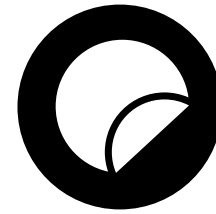
Customized Room Keys

\$7,500

Room keys at the host hotel branded with unique messaging and corporate logos.

(Production fees will apply - approximately \$3,000)

AVAILABLE: 1



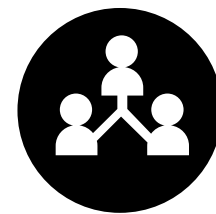
Floor Stickers

\$7,500

The meeting space provides unique branding opportunities for every step. Floor stickers will be designed by BBBSA.

(Printing fees will apply - approximately \$5,000)

AVAILABLE: 1



30-Minute Demo

\$2,500

We will have a opportunity to hold a product demo, focus group, or an ad-hoc session on a topic not on our conference agenda.



25 Drink Tickets

\$500

Entice attendees to visit your booth or attend your workshop by handing out drink tickets for our receptions.



Restroom

\$5,000

Includes signage on mirrors, bathroom stall doors, and between the sinks.

(Printing fees will apply - approximately \$5,000)

AVAILABLE: 1



Feature Branded Giveaway or Conference Bag Insert

\$1,000

Inclusion in the Welcome Gift Conference Tote Bag. Quantity Needed: 1,000. Suggested items: pen, notepad, water bottle, t-shirt, hand sanitizer, luggage tags. *(Production fees will apply for custom orders - pricing depends on product selected)*



Conference Scholarships

Costs Vary

Your company can underwrite the costs for an agency to attend the 2022 National Conference. Email for details.



Scholarships for Littles

Costs Vary

Two Bigs of the Year and their Littles are honored at the Bigger Together Celebration. Your company can underwrite scholarships for these outstanding Littles to use to achieve their full potential.

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MOBILE APP ADVERTISEMENT

All ads are in color. Artwork must be submitted to BBBSA for approval.

All artwork is due by May 15, 2022

File requirements

Please provide your file as a PNG or packaged native files (InDesign, Photoshop or Illustrator).

File sharing instructions

Please upload your final files to Dropbox, visit <https://bit.ly/34wfDEL>, and follow the template below for file names: CompanyName_MobileApp_AdSize_Date.

Best practices

- » Dimensions: 960px x 150px
- » All images need to be 72 dpi
- » Preferred file format is PNG
- » If you are sending native files, please package files including all links and fonts as a zip file.
- » Note that depending on the user's device, your banner advertisement will scale to the width of their device. With this in mind, please keep messaging brief.



BANNER ADVERTISEMENT

960px x 150px

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THANK YOU

For more information on sponsorships, contact:

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Deborah.Barge@bbbsa.org

