

## Give Big Kern Partnership Packet



### What is Give Big Kern?

May 7, 2024, is not just any Tuesday – it's Give Big Kern day! Give Big Kern is held annually on the first Tuesday of May. **Since 2016, it has raised over \$4.2 million from thousands of generous donors for hundreds of local nonprofits.** On **May 7, 2024**, Kern County unites as one community to celebrate and support nonprofits through online crowdfunding, matching gifts, and pledges, fostering growth and sustainability for community-based organizations.

In 2023, Give Big Kern achieved its best results yet, thanks to our sponsors. Without your support we would have been unable to meet the goals highlighted below:

- 9% more dollars raised: \$965,893(2023) vs. \$885,235 (2022)
- 137 participating organizations received donations
- \$6,706 average dollars raised per agency
- 44% increase in new donor engagement
- Increase in participating organizations

### Sponsorship Opportunities

Your sponsorship directly supports over 120 organizations through GBK, ensuring that every contribution remains exclusively within GBK. Your commitment plays an important role in strengthening local nonprofits and the community. Below are the different sponsorship opportunities.

#### Diamond Sponsor - \$20,000

- **\$5,000** - Direct contribution to nonprofit prize pool with company name added to the prizes you are sponsoring
- Giving Card contribution with company name
- Prominent and year-long logo placement on GiveBigKern.org
- Social media mentions through 2024
- Recognition in our post-event Report to the Community
- Dedicated yard sign with company logo displayed at Give Big at the Park
- 15 second video on Give Big Kern social media promoting why your company supports the BIG day!
- Opportunity to speak at the Give Big Kern press conference in April 2024
- Dedicated booth space at Give Big at the Park for promotional activities
- Recognition on selected Give Big Kern marketing materials

### **Platinum Sponsor - \$10,000**

- **\$3,000** - Direct contribution to nonprofit prize pool with company name added to the prizes you are sponsoring
- Giving Card contribution with company name
- Year-long logo placement on GiveBigKern.org
- Social media mentions through 2024
- Recognition in our post-event Report to the Community
- Dedicated yard sign with company logo displayed at Give Big at the Park
- 15 second video on Give Big Kern social media promoting why your company supports the BIG day!
- Opportunity to speak at the Give Big Kern press conference in April 2024
- Dedicated booth space at Give Big at the Park for promotional activities

### **Gold Sponsor - \$5,000**

- **\$1,500** - Direct contribution to nonprofit prize pool with company name added to the prizes you are sponsoring
- Giving Card contribution with company name
- Year-long logo placement on GiveBigKern.org
- Social media mentions through 2024
- Recognition in our post-event Report to the Community
- Dedicated yard sign with company logo displayed at Give Big at the Park
- 15 second video on Give Big Kern social media promoting why your company supports the BIG day!
- Opportunity to speak at the Give Big Kern press conference in April 2024

### **Silver Sponsor - \$2,500**

- **\$1,000** - Direct contribution to nonprofit prize pool with company name added to the prizes you are sponsoring
- Giving Card contribution with company name
- Year-long logo placement on GiveBigKern.org
- Social media mentions through 2024
- Recognition in our post-event Report to the Community
- Dedicated yard sign with company logo displayed at Give Big at the Park

### **Bronze Sponsor - \$1,000**

- Giving Card contribution with company name
- Year-long logo placement on GiveBigKern.org
- Social media mentions through 2024
- Recognition in our post-event Report to the Community