

# Over The Edge 2017 Sponsorship Packet

May 19-20, 2017

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## Our Story

In March 2014 we had in our hands a signed contract and 90 days to put on a brand new rappelling event. Three months and 50 rappellers later, we found ourselves on the front page of the Roanoke Times and in multiple segments of the WSL 10 evening news sharing how we raised nearly \$80,000 for children facing adversity in our community through Over The Edge. In three years we have raised over a quarter of a million dollars through Over The Edge and created a lot of buzz in the community. We are excited to bring Over The Edge back for the fourth year to see the impact the event will make in the lives of children facing adversity in Southwest Virginia.

## What is Over The Edge?

Over The Edge is the unique and thrilling opportunity to support Big Brothers Big Sisters of Southwest Virginia by rappelling from the roof of the historic Patrick Henry building in Downtown Roanoke. Rappellers raise \$1000 using our online fundraising platform, and in turn are able to rappel 11 stories from the roof of the Patrick Henry on May 20, 2017. We also have a Media/VIP rappel day on Friday, May 19, reserved for sponsors and media personnel.

## Why should my company sponsor Over The Edge?

There is no niche market for individuals who go Over The Edge, except they are inspired, adventure-seeking individuals who are dedicated to their community. You will have exclusive access to these individuals as well as hundreds of spectators, and that is just on event day! Over The Edge touches thousands of people in Southwest Virginia through media reach, rappeller networks, and social platforms.

Sponsorship offerings include traditional benefits such as logo inclusion on Over The Edge materials, event signage, and vendor booths, as well as more out-of-the-box opportunities, such as going Over The Edge, yourself! The dedicated Big Brothers Big Sisters staff will manage your sponsorship package.

## Why is this challenge important to us?

Big Brothers Big Sisters of Southwest Virginia believes in the inherent potential in every child. We serve the children who need us most, including those living in single parent homes, growing up in poverty and coping with parental incarceration. When we match a Little with a volunteer Big, we are able to create a new friendship and inspire new and improved outlooks on life.

We are asking our participants and sponsors to take a step Over The Edge of their comfort zone by taking a step Over The Edge of the 11 story tall Patrick Henry building to support children facing adversity in Southwest Virginia.

# Platinum Sponsor: \$10,000

## Benefits:

- Exclusive naming rights for Over The Edge 2017
- Recognition as naming sponsor on Over The Edge website
- Recognition as naming sponsor on BBBS Website
- Recognition as naming sponsor on promotional materials (t-shirts, social media, posters, etc..)
- Company banner displayed prominently in lobby of Patrick Henry
- 1 Rappel spot to go Over The Edge on Media Day (Friday, May 19)
- 2 Rappel spot to go Over The Edge on Rappel Day (Saturday, May 20)

## OTE Launch Party Benefits (March 1, 2017)

- Presenting Sponsor benefits at OTE Launch Event (premier signage, recognition as sole presenting sponsor)
- Vendor Booth at Over The Edge Launch Event

# Gold Sponsor: \$5,000

## Benefits:

- Prominent company recognition Over The Edge website
- Prominent company recognition on BBBS Website
- Prominent placement of company logo on promotional materials
- Company banner displayed in lobby of Patrick Henry
- 2 Rappel spot to go Over The Edge on Rappel Day (Saturday, May 20)

## OTE Launch Party Benefits (March 1, 2017)

- Prominent signage at Over The Edge Launch Event at the Patrick Henry
- Vendor Booth at Over The Edge Launch Event

# Silver Sponsor: \$3,000

## Benefits:

- Company recognition Over The Edge website
- Company recognition on BBBS Website
- Placement of company logo on promotional materials
- Company banner displayed in lobby of Patrick Henry
- 1 Rappel spot to go Over The Edge on Rappel Day (Saturday, May 20)

## OTE Launch Party Benefits (March 1, 2017)

- Prominent signage at Over The Edge Launch Event at the Patrick Henry

# Sponsor a Rappeller: \$1,000

## Benefits:

- All Rappeller benefits (one rappel spot, t-shirt, invitation to Launch Party, online fundraising page)
- Company recognition during the rappel of all sponsored rappellers from your company
- Company name on "Sponsored Rappellers" banner, displayed in Patrick Henry lobby

## OTE Launch Party Benefits (March 1, 2017)

- Company/Rappeller recognized in Launch Party Program



## Over The Edge Sponsorship Commitment

Return to: Big Brothers Big Sisters of Southwest Virginia

Attn: Natanis DeMascio

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Roanoke, VA 24016

Phone: 540-769-9776

Fax: 540-345-6992

Email: [ndemascio@bigslittles.org](mailto:ndemascio@bigslittles.org)

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

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

### Sponsorship Level:

- Platinum (\$10,000)
- Gold (\$5,000)
- Silver (\$3,000)
- Sponsor a Rappeller (\$1,000)

### Please check as applies:

- Payment Enclosed
- Please Bill Me (Payments must be made by May 1, 2016)
- I'd like more information about going Over The Edge
- I'd like more information about Toss Your Boss

**Thank you for your support!**