



Big Brothers
Big Sisters
OF PETERBOROUGH

BIG SWINGS FOR BIG FUTURES

GOLF TOURNAMENT

EVENT SPONSORSHIP PROPOSAL

ABOUT BIG BROTHERS BIG SISTERS OF PETERBOROUGH

Big Brothers Big Sisters of Peterborough is a local, community-based charity dedicated to helping children and youth reach their full potential through life-changing mentorship relationships. By thoughtfully matching young people with caring adult mentors, BBBS provides consistent guidance, encouragement, and positive role models that help build confidence, resilience, and essential life skills.





EXECUTIVE SUMMARY

According to the 2021 Census, Peterborough is home to more than 4,500 single-parent households, many of which face economic and social barriers that can limit opportunities for young people. Youth are the foundation of a strong and thriving community, and ensuring they have access to guidance, stability, and positive role models is critical to their long-term success.

As a nonprofit organization, we are committed to supporting underserved youth in Peterborough by providing free, high-quality mentoring programs that foster confidence, resilience, and personal growth. These programs are made possible through the generosity of community partners, donors, fundraisers, and major sponsors who share our vision of creating brighter futures for local children.

Funds raised through the Big Swings for Big Futures Golf Tournament directly support mentorship initiatives in the Peterborough community, ensuring more children have access to safe, consistent, and impactful mentoring relationships. By sponsoring this event, your company is not only supporting a community fundraiser—it is making a meaningful investment in the development of local youth and the long-term well-being of our community.



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EVENT AT A GLANCE

Date: September 26, 2026

Start Time: To be determined

Location: Liftlock Golf Club

Golfers: 72

Volunteers: 10

Staff: 4

- **42,000+** digital impressions in the last 90 days (November 2025-January 2026)
- **163,000+** radio impressions through OLDIES 96.7 and FREQ 90.5
- Extensive exposure across Peterborough County and surrounding regions
- **72** presenting sponsor gift bundles distributed to golfers at ticket purchase, ensuring direct brand visibility and engagement

Since 1964, our agency has served Peterborough County, supporting countless youth. Sponsoring this event directly invests in local youth and advances our mission of reconnecting program graduates with the former mentors who helped shape their success.



PRESENTING SPONSOR (1 AVAILABLE)

INVESTMENT: \$3000

As the Presenting Sponsor, your company will receive premier visibility and exclusive brand recognition as the lead supporter of the Big Swings for Big Futures Golf Tournament.

List of Benefits

- **One premium sponsored hole with on-course signage**
- **Complimentary entry of two foursomes**
- **Naming rights as the Presenting Sponsor on all event promotional materials. Event title will be named, "Big Swings for Big Futures, presented by [company name]."**
- **Inclusion in sponsored radio advertising**
- Exclusive drink cart branding
- Company logo included in the player gift bundle provided to each participant. Gift bundle will only contain presenting sponsor logo on swag
- Prominent logo placement on all digital communications, including social media and email promotions
- Large logo featured on the main event banner
- Logo recognition on refreshments and food table
- Speaking Opportunity at event opening
- Verbal recognition at the event

PREMIUM SPONSOR (2 AVAILABLE)

INVESTMENT: \$1250

Provides enhanced visibility and direct engagement opportunities at the event, making it an excellent choice for businesses looking to deepen their community impact.

List of Benefits

- **One sponsored hole with signage**
- **Complimentary entry of one foursome**
- Medium logo placement on the event banner
- Recognition on digital communications, including social media and email promotions
- Logo recognition on refreshment and food table
- Verbal recognition at the event
- Logo and recognition in post-event email to participants



BRONZE SPONSOR (3 AVAILABLE)

INVESTMENT: \$750

Offers meaningful visibility and recognition for businesses looking to support local youth while gaining exposure at a well-attended community event.

List of Benefits

- **One sponsored hole with signage**
- **Complimentary entry of one golfer**
- Small Logo placement on event signage
- Recognition on digital communications, including social media and email promotions
- Logo recognition on refreshment and food table

HOLE SPONSOR

INVESTMENT: \$500

List of Benefits

- **One sponsored hole with signage**
- Name listed in post-event email to participants

**COMPANY
LOGO**

BIG SWINGS FOR BIG FUTURES



**COMPANY
LOGO**



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GOLF TOURNAMENT





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THE LITTLE



BIG RUN

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Why Little Big Run?

Started in 2025, The Little Big Run is a run-type fundraiser focused on uplifting youth and children in Peterborough. The event unites the community through movement and shared purpose, raising funds to create brighter opportunities for local young people.





THE LITTLE



BIG RUN

EVENT AT A GLANCE

Date: June 20, 2026

Time: 9 AM

Location: Jackson Park

Distance: 5 km

Start and End: 2 route options: 1km and 5km path





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BIG RUN

Presenting Sponsor

\$1500

- Naming rights as the Presenting Sponsor on all event promotional materials. Event title will be named, "Big Swings for Big Futures, presented by [company name]."
- Inclusion in sponsored radio advertising
- Prominent logo placement on all digital communications, including social media and email promotions
- Large logo featured on the main event banner
- Logo recognition on refreshments and food table
- Speaking Opportunity at event opening
- Verbal recognition at the event





THE LITTLE BIG RUN

Kilometer Sponsor

\$500

- Per Kilometer, a sponsored sign will be placed with your logo
- Name listed in post-event email to participants



PRESENTED BY

COMPANY LOGO

