



THE **BIG** EVENT

TALLAHASSEE

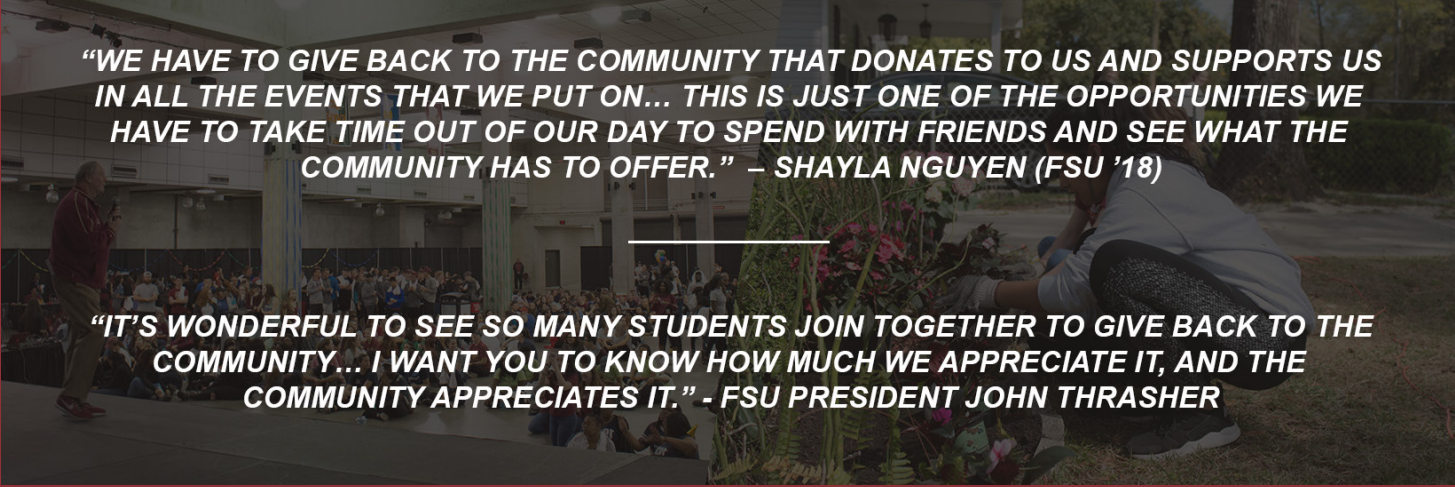
THE LARGEST, ONE-DAY, STUDENT-RUN SERVICE PROJECT IN TALLAHASSEE

Sponsorship Packet



What is “The Big Event Tallahassee”?

On Saturday, March 30, 2019, 2000 college students from Florida State University, Florida A&M University, and Tallahassee Community College will come together to say ‘thank you’ to the Tallahassee community at one of the largest, one-day, student-run service projects in the nation. Through service-oriented activities, The Big Event Tallahassee strives to create a culture of campus and community unity by challenging students to engage in year-round community service and which culminates in an annual Big Event. Students understand the work that residents, businesses, and other organizations put into making Tallahassee a great place to live and attend school. The Big Event provides an opportunity for these students to give back to the community that gives so much to them.



“WE HAVE TO GIVE BACK TO THE COMMUNITY THAT DONATES TO US AND SUPPORTS US IN ALL THE EVENTS THAT WE PUT ON... THIS IS JUST ONE OF THE OPPORTUNITIES WE HAVE TO TAKE TIME OUT OF OUR DAY TO SPEND WITH FRIENDS AND SEE WHAT THE COMMUNITY HAS TO OFFER.” – SHAYLA NGUYEN (FSU '18)

“IT’S WONDERFUL TO SEE SO MANY STUDENTS JOIN TOGETHER TO GIVE BACK TO THE COMMUNITY... I WANT YOU TO KNOW HOW MUCH WE APPRECIATE IT, AND THE COMMUNITY APPRECIATES IT.” - FSU PRESIDENT JOHN THRASHER

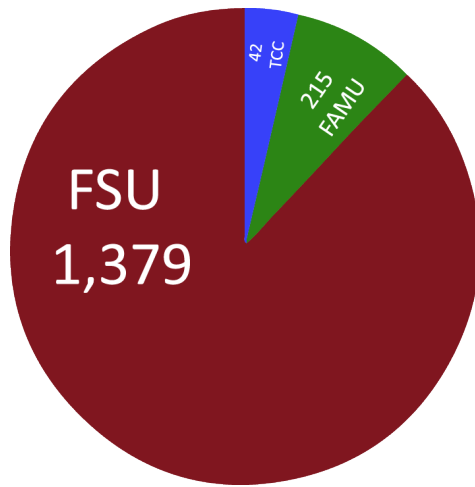
This year’s event will begin with a short kickoff ceremony in the Donald Tucker Civic Center, featuring speeches by community leaders and special performances. Afterwards, volunteers will depart in teams to sites around Florida’s capital city to participate in a variety of service related activities including park cleanup, food pantry packaging, senior home assistance, and much more.

FACTS & FIGURES

THE BIG EVENT TALLAHASSEE 2018



VOLUNTEER DISTRIBUTION



1,600+
Volunteers

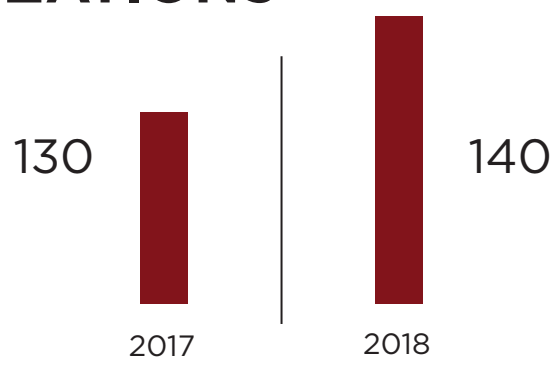


70
Service Sites



4,914
Hours Served

STUDENT ORGANIZATIONS



PROJECTED 2019 STATISTICS

2000

Volunteers

100

Service Sites

8000

Hours Served

WHAT WE HAVE TO OFFER

We are looking to build long-term, mutually beneficial relationships with local businesses. Though the success of The Big Event Tallahassee is driven by student volunteers, we do require annual operating funds in the amount of \$15,000. This budget accounts for event day rental costs, items used to recruit volunteers, and resources used to connect with community members.

One of our greatest assets as a student organization lies in our ability to publicize ourselves and our partners using a wide array of channels. Through our partnerships with Florida State University, Florida A&M University, and Tallahassee Community College, we are able to reach over 50,000 students, faculty, and staff. Our online presence on social media, allows us to extend the reach to our 3,000 combined followers and reach hundreds more through ad campaigns. Additionally, our target audience includes more than just students and faculty; strategic partnerships with local media outlets such as ABC, CBS, and NPR allow us to spread our message to the entire Tallahassee community.

Your generosity will enable us to ensure that The Big Event becomes a sustainable, yearly impact in the community. Let's build a long-term relationship that promotes community unity and creates positive change in Tallahassee. Contact our Sponsorship Coordinator, Katie Miller, for more information on how you can get involved and make a difference in our community.



Katie Miller
Sponsorship Coordinator
thebigevent.sponsorship@gmail.com

LEVELS

TITLE SPONSOR - \$5,000

- Title sponsor of event
- Signage at event day
- Snapchat filter on event day
- Booth at event day
- Promotional posts on Big Event social media
- Logo on The Big Event website
- Logo at the end of our promotional video
- Logo on promotional materials
- Logo on the volunteer t-shirt
- Recognition in the "TBE" newsletter
- Speech at the event
- Flyers/coupons in packets for service sites

"ONE BIG WEEK" SPONSOR - \$3,000

- Signage on the event day
- Booth at the event
- Promotional posts on Big Event social media
- Logo on The Big Event website
- Logo on the volunteer t-shirt
- Recognition in the "TBE" newsletter
- Signage at One Big Week
- Flyers/coupons in packets for service sites

\$2,000 LEVEL

- Signage on the event day
- Promotional posts on Big Event's Facebook page
- Recognition in the "TBE" newsletter
- Logo on the volunteer t-shirt
- Flyers/coupons in packets for service sites

\$1,000 LEVEL

- Signage on the event day
- Logo on The Big Event website
- Logo on the volunteer t-shirt
- Flyers/coupons in packets for service sites