



**I WANT
YOU
TO THROW IT
FORWARD**



Big Brothers Big Sisters

IT ALL BEGINS
throw
IT FORWARD
WITH AN AXE.

RAISE AN AXE FOR MENTORING

Be a part of something BIG! The 3rd Annual 'Throw it Forward' axe-throwing competition is back! We are inviting you to #THROWITFORWARD and to 'raise an axe for mentoring'. Together, we can help keep kids on target to reach their full potential.

ABOUT BIG BROTHERS BIG SISTERS

Big Brothers Big Sisters facilitates life-changing relationships that inspire and empower children and youth to reach their potential, both as individuals and citizens. We offer a range of mentoring opportunities to meet the varied needs of volunteers, children and youth and their families: one-to-one and group programs, for both in school and in the community. We develop positive relationships that have a direct and lasting impact on the lives of over 450 young people, ages 6 through 17, in metro St. John's. Our most important goal is to positively shape the lives of youth by helping them build confidence – setting them on a path to reach their full potential in life.

THE EVENT—NOVEMBER 7, 2019

It all begins with an axe. 'Throw It Forward' is all about fun, team building and friendly competition. Teams of four will take to the lanes on Thursday, November 7th to 'battle the bullseye' and embrace their inner lumberjack in our axe-throwing competition. The event will allow for 56 teams over a four-hour period. The event will include food and refreshments, contests and raffles as well as top scoring team prizes. This exciting event will target all sectors in our community with adult participants who support good causes and believe in a strong, healthy community for children.

HELP KEEP KIDS ON TARGET












































MONEY RAISED WILL HELP US HELP LOCAL KIDS

All children deserve to fulfill their potential. Unfortunately, many don't have the support and encouragement to get there. Enter Big Brothers Big Sisters! We connect youth with carefully screened mentors and support that result in friendships to ensure optimum outcomes like resilience, improved school achievement, confidence and the strength to make positive life choices.

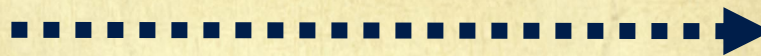
Many of the youth in our programs are marginalized and live in circumstance (such as financial insecurity, violence in their homes or neighbourhoods, absent parent(s) or family illness) leaving them at risk for toxic stress. This has an adverse effect on the developing brain, emotional regulation, and day-to-day things like school behaviour, peer relationships and overall mental health.

But here's the AMAZING thing! Mentoring is an intervention and strategy to help kids succeed! Something as simple as a consistent, positive relationship with someone who believes in you, promotes healthy development, creating a foundation for school achievement, economic productivity, and responsible citizenship.

Your support of Throw it Forward is an investment in our mentoring programs which benefits all of us, socially and economically.

	SPONSOR DELIVERABLES	PRESENTING \$5,000	FOOD \$3,000	TARGET \$2,000	ENTERTAINMENT \$1,500	AXE \$1,500	LANE \$200
Media	Opportunity to include corporate message of support on agency website.						
	Logo placement on event page of agency website www.helpingkids.ca for one year.						Name only
	Mention per social media channels (Twitter,facebook, Instagram) - may include highlight of partnership, image(s), link to sponsor website, and/or connection to sponsor social media channels.	Minimum 10	Minimum 6	Minimum 3	Minimum 2	Minimum 2	Minimum 1
	Verbal mention in all interviews and media release.						
	Opportunity to provide a 30 second video clip to promote your support of the campaign, to be included on the agency website and social media pages.						
Event Materials	Company name/logo positioned on all event materials (posters, evites, table tents, event program).	 Prominence					Name on table tents/ program
	Logo placement on e-messages sent to participants.						
	Logo on score cards used at event.						
	Logo on t-shirts for event staff and volunteers.						
	Opportunity to include a message to all event participants in one of our e-newsletters.						
Event Site	Company logo on signage throughout Jack Axes.						
	Company logo on signage at Food area of event.						
	Company logo on signage at Entertainment area.						
	Company logo on signage at one lane.						
	Company logo at all Targets area (14).						
	Company logo (decal) on all Axes.						
	Verbal mention of sponsors by emcee to events participants at each axe throwing challenge.						
	Opportunity for company rep to speak at event.						
	Sponsor may supply 1 additional banner.						
	Opportunity to provide promotional item/coupons to participants.						
	Sponsor's choice - provide an activity for event participants.						
Participants	Opportunity for company representatives to participate in full event.	3 teams	2 teams	1 team	1 team	1 team	

Every child is one caring adult
away from being a success
story.



HELP KEEP KIDS ON TARGET



Positive relationships

OTHER SUPPORT OPPORTUNITIES

- Team Registration—\$400
- Cash and in-kind donations
- Prize donations
- Media



www.helpingkids.ca



For more information or to become a sponsor, contact:

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Every time you volunteer or
donate to Big Brothers Big Sisters you
start something – and it could be...
the start of something BIG!

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