Sponsorship Opportunities

One day to celebrate the giving spirit of Kern County!

givebigkern.org
JOIN THE GIVE BIG KERN CAMPAIGN!

What is Give Big Kern?
Observed on the first Tuesday in May, Give Big Kern is set aside as “One day to celebrate the giving spirit of Kern County.” It is an opportunity for all of Kern to come together as one community, raising dollars and volunteer hours for local nonprofits through online crowd funding and pledges. This collaborative effort helps Kern’s community-based organizations raise unrestricted resources while growing their visibility, capacity and sustainability. Participants hone their skills in marketing, social media, and board and donor engagement. Each time a participating agency puts these skills to work throughout the year, we consider the effort a success!

Who is behind Give Big Kern?
Give Big Kern is a Nonprofit Strengthening Initiative of Kern Community Foundation, a 501(c)(3) charitable organization whose mission is: “Growing Community. Growing Philanthropy.” Since its establishment in 1999, Kern Community Foundation has stimulated Kern county’s economy and humanitarianism with $20 million in grantmaking.

2018 Highlights

COMMUNITY BENEFIT
Give Big Kern’s third year broke records (vs. 2017)
Most dollars raised: $231,000 (+56%)
Most volunteer hours pledged: 52,000 (+249%)
Most donors engaged: 1,778 (+21%)
Most agencies participating: 119 (+32%)

Agencies testified to experiencing sizeable organizational growth thanks to their Give Big Kern participation:
88% increased their presence on social media
80% increased their capacity for online fundraising
80% engaged board members in giving through Give Big Kern
66% acquired new donors
66% plan to use online tools provided through Give Big Kern training to support their fundraising work going forward

SPONSOR BENEFIT
• 6,500 printed collateral pieces – yard signs, pop-up banners, posters, buttons, panel cards, coloring sheets, etc., plus dozens of downloadable graphics and marketing aids
• Prominent acknowledgment on givebigkern.org’s Sponsor Wall, including logo with link to Sponsor’s website
• Mention of Sponsors at the Give Big Kern Press Conference and other special events
• Extensive media coverage before and on Give Big Kern Day from local television, radio, print, online, business and ethnic media outlets
• Thousands of social media impressions on Facebook, Instagram, Twitter, and YouTube beginning several months out and culminating in a frenzy of activity on Give Big Kern Day
• Acknowledgment in Give Big Kern Report to the Community following Give Big Kern Day

JOIN THE GIVE BIG KERN CAMPAIGN!
SPONSORSHIP LEVELS

$20,000 Diamond Partner
$10,000 Platinum Partner
$5,000 Gold Partner
$2,500 Silver Partner
$1,000 Bronze Partner

WHAT YOUR SPONSORSHIP SUPPORTS

Sponsors are key to the success of Give Big Kern, providing competitive prize grants and resources for a wide range of marketing collateral. Additionally, Give Big Kern presents a unique opportunity for sponsors to show their support for our dedicated nonprofits while increasing their own brand recognition throughout our community. Depending on your sponsorship level, your company’s name and logo could be displayed or mentioned thousands of times in traditional and electronic mailings and website and social media posts, media releases/media coverage, public events and event follow-up literature.

Your support will:
- Increase nonprofit visibility in our community;
- Provide valuable training opportunities for nonprofit leaders;
- Award custom prize grants to participating agencies;
- Encourage community-wide engagement in giving to trusted charities; and
- Showcase your commitment to strengthening Kern’s local nonprofits.

Our sponsorship levels have been developed to provide maximum exposure and return on investment for our generous sponsors. Give Big Kern is a great opportunity to increase your organization’s community engagement efforts while earning significant recognition and enjoying the tax benefits that come from giving to a charitable cause.
## SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Summary of Benefits</th>
<th>Diamond $20,000</th>
<th>Platinum $10,000</th>
<th>Gold $5,000</th>
<th>Silver $2,500</th>
<th>Bronze $1,000</th>
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<tbody>
<tr>
<td>Direct contribution to nonprofit prize pool</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
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<tr>
<td>Logo on Give Big Kern website through 2019</td>
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<td>Recognition in our post-event Report to the Community</td>
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<td>Opportunity to post a 15-second video on Give Big Kern social media promoting why your company supports the BIG day!</td>
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<td>Opportunity to speak at the Give Big Kern press conference in April 2019</td>
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<td>Recognition on Give Big Kern promotion panel cards</td>
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To become a Give Big Kern sponsor and support over 100 local nonprofits, contact Louis Medina at 661.616.2603 or Louis@kernfoundation.org.

Commitments must be received by April 16, 2019.