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 $23 million in grant making.

2019 Highlights

COMMUNITY BENEFIT

Give Big Kern's fourth—and best—year ever, broke records and surpassed 2018 achievements:

Most dollars raised: **$429,755** (+86%)
Most volunteer hours pledged: **88,600** (+70%)
Most donors engaged: **2,808** (+58%)
Most peer-to-peer fundraisers: **110** (+18%)
Most matching gift campaigns: **19** (+850%)
Average dollars raised per agency: **$3,770** (+94%)

Winner of a Beautiful Bakersfield Award for helping to create "A Better Bakersfield"

Participating agencies benefited greatly from their Give Big Kern experience:

84% set fundraising goals
85% increased their capacity for online fundraising
70% acquired new donors
82% said they would participate again
94% of donors covered their online fees

SPONSOR BENEFIT

- **7,000 printed collateral pieces** (yard signs, pop-up banners, posters, buttons, panel cards, flyer's coloring sheets, etc.), plus dozens of downloadable graphics and marketing aids
- **Prominent acknowledgment** on givebigkern.org's Sponsor Wall, including logo with link to your website
- **Sponsor logo on English & Spanish TV PSA** running for two weeks through Give Big Kern Day
- **Mention of your Sponsorship** in media releases, at the Give Big Kern Press Conference and 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 for several months through Give Big Kern Day
- **Acknowledgment** in *Give Big Kern Report to the Community* following Give Big Kern Day

SPONSORSHIP LEVELS

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

Your support will:

- Increase nonprofit visibility in our community;
- Provide valuable training opportunities for nonprofit leaders;
- Award custom prize grants to participating agencies;
- Showcase your commitment to strengthening Kern's local nonprofits;
- Greatly increase brand recognition and community goodwill for your business throughout Kern.

WINNER!

BEAUTIFUL BAKERSFIELD 2019

"A BETTER BAKERSFIELD"

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. You will also be partnering with a Beautiful Bakersfield Award Winner for helping to create "A Better Bakersfield."

SPONSORSHIP PACKAGES

Summary of Benefits	Diamond $20,000	Platinum $10,000	Gold $5,000	Silver $2,500	Bronze $1,000
Direct contribution to nonprofit prize pool	$5,000	$2,500	$1,000	$500	---
Logo on Give Big Kern website through 2020	✓	✓	✓	✓	✓
Recognition in our post-event *Report to the Community*	✓	✓	✓	✓	✓
Opportunity to post a 15-second video on Give Big Kern social media promoting why your company supports the BIG day!	✓	✓	✓		
Opportunity to speak at the Give Big Kern press conference in April 2020	✓	✓			
Recognition on Give Big Kern promotion panel cards	✓				

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 14, 2020.

KERN COMMUNITY FOUNDATION | Growing community. Growing philanthropy.

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givebigkern.org