



# THE BIG GIVE S.A.

## Giving Day Sponsorship

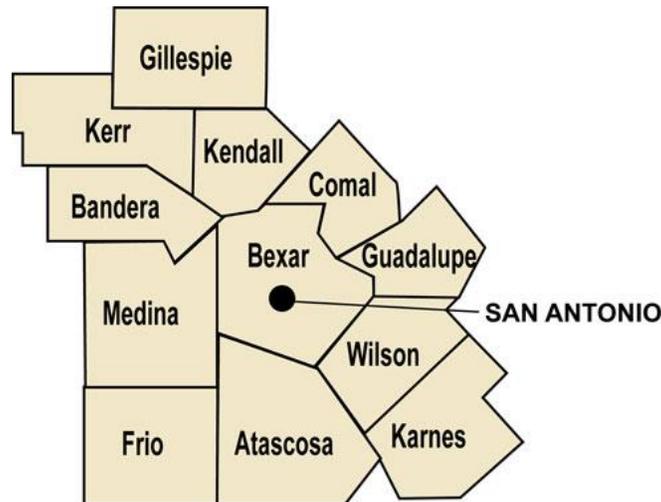
Tuesday May 5<sup>th</sup>, 2015

**One City. One Day. One Goal**

Brought to you by the San Antonio Nonprofit Council and the San Antonio Area Foundation

## What is the Big Give S.A.?

**The Big Give S.A.** is a 24-hour online day of giving that will take place from midnight to midnight on May 5, 2015. Last year, 467 Bexar County nonprofits participated in the inaugural event. Due to the success of the event, the second annual Big Give S.A. has expanded to include all 501(c)(3) organizations located in the following counties:



The purpose of this community-wide giving challenge is to increase public awareness of the impact local nonprofits make in addressing our community's social challenges, bring nonprofits and donors together, expand online giving, connect people to the causes that move them the most and, of course, make giving FUN. By turning giving into a shared community experience, we can move our community forward, together! The Big Give S.A. is part of the national day of giving called [Give Local America](#) in which more than 100 communities across the country are coming together on May 5.

**The goals of The Big Give S.A. are to:**

- INVEST strategically in Bexar and surrounding county nonprofits
- DRIVE our community forward through collective impact
- LEVERAGE giving with matching funds and prize incentives

## How did it go last year?

Last year, The Big Give S.A. saw an unprecedented level of giving in the city as 467 nonprofits came together to raise \$2,095,000 in 24 hours from nearly 22,000 gifts. Better still, San Antonio's success stood out against the rest of the country. Altogether, 120 communities participated during Give Local America with San Antonio placing 4th in total money raised and 1<sup>st</sup> in number of donations among first year events (6<sup>th</sup> in overall money raised and 3<sup>rd</sup> in overall donations).

## Additional facts

- On average, nonprofits reported that **41% of their gifts came from first time donors.**
- The average donation through the Big Give S.A. was \$75 dollars.
- The Big Give S.A. 2014 saw gifts come from every zip code in Bexar County, 48 states, and 6 different countries.
- **93%** of organizations were satisfied with how they performed in 2014.
- **65%** of participating nonprofits have already started developing a strategy to win a prize next year.
- **88%** of agencies said that their board would be more involved in 2015.
- **60%** of agencies reported an increase in their following through social media because of The Big Give S.A.
- **74%** of participating organizations felt that The Big Give S.A. helped raise awareness about their organization.
- **95%** of participating organizations believe that The Big Give S.A. raised awareness for the sector.
- **92%** of agencies from the 2014 campaign already plan to participate next year.
- At least **51** agencies are already planning to host a party for The Big Give S.A. 2015.

## How Can Businesses or Foundations Participate?

Local businesses are crucial to the success of this local giving day. Your business can:

- Sponsor a prize or match your grantees. 100% of prizes and match money go directly back to the winning agencies. All sponsors are recognized online unless they wish to remain anonymous.
- Match your employee's gifts on May 5<sup>th</sup>.
- Sponsor advertising (billboards, internet ads, print ads, etc...)for community outreach.
- Help us with the "Home Stretch" event.
- Encourage your coworkers, family, and friends to donate online on May 5, 2014.
- Host or sponsor a day-of event for your company's favorite nonprofit.
- Make a special offer to your customers. A percentage of your proceeds could be donated to your favorite nonprofit or could be used as a prize throughout the day. Get creative!
- Use social media to encourage your clients to support a particular organization.

## Why Sponsor The Big Give S.A. 2015?

- On May 6<sup>th</sup>, 2014, The Big Give S.A. website was visited 56,000 times by 36,000 different users from 53 different countries and over 1500 different cities. The average amount of time spent on the site was just under 8 minutes.
- From April 30<sup>th</sup> to May 31<sup>st</sup>, a total of 82,868 individuals from 88 different countries and 2100 cities visited The Big Give S.A. website. 64% all views came from the San Antonio area.

- Last year, The Big Give S.A. received over \$180,000 worth of advertising for a total estimated reach of 5,935,000 individuals.
- Your name will be associated with any prize or sponsorship that you give.
- Last year, 467 nonprofits signed up to participate. This year, with the expansion of the event to the surrounding 11 counties, we are hoping to raise \$3,500,000 from 35,000 gifts for 700 nonprofits.
- According to a 2010 Cone Cause Evaluation Survey 90% of consumers wanted businesses to share the ways they are supporting charitable causes with them. The Big Give S.A. offers a unique way to show that the nonprofits that matter most to your employees and clients, matter to you.
- The Big Give S.A. is fun and creative and it gives you the opportunity to engage in philanthropy in a new and exciting way that is sure get your employees and clients excited!
- Your sponsorship money will help us leverage more gifts and matching funds, making the day more exciting for everyone while helping nonprofits get their communities involved.
- **Your prizes are not susceptible to event fees. Therefore, 100% of your prize or matching money will go directly to the nonprofit that wins it.**

## Sponsorship Levels

Last year, The Big Give S.A. awarded \$81,500 in prize money and an additional \$100,000 in matching dollars. For a complete list of the winners, please check out the leaderboard at [www.thebiggivesa.org](http://www.thebiggivesa.org). This year, we are looking to double these efforts to \$150,000-\$200,000 in prize money and \$200,000-\$250,000 in matching incentives. **No fees will be taken out of sponsorship donations and 100% of your gift will go to agency that wins it.**

### Presenting Sponsor- \$25,000 +

- Logo placement in two places on The Big Give S.A. website and recognition as a Presenting Sponsor upon receipt of your donation.
- Opportunity to speak at the kickoff event on January 14<sup>th</sup>.
- Every month leading up to the event: 2 posts on Facebook, Twitter, and LinkedIn.
- Invitation to all press conferences.
- Invitation for you and seven guests and the opportunity to speak at sponsor thank you breakfast on May 5<sup>th</sup>.
- Logo displayed at all events and print correspondence.
- Three posts on Facebook, Twitter, and LinkedIn on May 5<sup>th</sup>.

### Key Sponsor- \$10,000-\$24,999

- Logo placement on The Big Give S.A. and recognition as a Key Sponsor upon receipt of your donation.

- Opportunity to speak at the kickoff event on January 14<sup>th</sup>.
- February-May of 2015: one post each month on Facebook, Twitter, and LinkedIn.
- Invitation for you and five guests to the sponsor thank you breakfast on May 5<sup>th</sup>.
- Logo displayed at all events and print correspondence.
- Two posts on Facebook, Twitter, and LinkedIn on May 5<sup>th</sup>.

#### Platinum Sponsor- \$5,000

- Logo placement on The Big Give S.A. and recognition as a Platinum Sponsor upon receipt of your donation.
- March-May of 2015: one post each month on Facebook, Twitter, and LinkedIn.
- Invitation for you and three guests to the sponsor thank you breakfast on May 5<sup>th</sup>.
- Two posts on Facebook, Twitter, and LinkedIn on May 5<sup>th</sup>.

#### Gold Sponsor- \$2,500

- Logo placement on The Big Give S.A. and recognition as a Gold Sponsor upon receipt of your donation.
- April-May of 2015: one post each month on Facebook, Twitter, and LinkedIn.
- Invitation for you and two guests to the sponsor thank you breakfast on May 5<sup>th</sup>.
- One post on Facebook, Twitter, and LinkedIn on May 5<sup>th</sup>.

#### Silver Sponsor- \$1,000

- Logo placement on The Big Give S.A. and recognition as a Silver Sponsor upon receipt of your donation.
- Logo placement on The Big Give S.A. website stating in late April of 2015.
- Invitation for you and a guest to the sponsor thank you breakfast on May 5<sup>th</sup>.
- One post on Facebook, Twitter, and LinkedIn on May 5<sup>th</sup>.

#### Bronze Sponsor- \$500 (To help with operations or category prizes)

- Logo placement on The Big Give S.A. and recognition as a Bronze Sponsor upon receipt of your donation.
- Invitation for one to the sponsor thank you breakfast on May 5<sup>th</sup>.
- One Facebook and Twitter post in collection with other Bronze sponsors on May 5<sup>th</sup>.

The above levels are just *examples* of how you can get involved. **All sponsorship levels except Bronze can be used for operations, hourly awards, end of day category prizes, and overall top honor prizes. Bronze level sponsors can fund anything except hourly prizes.** While these are merely ideas, we encourage creativity when it comes to prize distribution. If you have thoughts on how you want your sponsorship funds distributed, we would love to listen!

Additionally, if you are interested in sponsoring at a level higher than \$10,000, we will custom tailor benefits to meet your business needs.

For more information on The Big Give S.A. and sponsorship, please contact:

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