



Barber National Institute
Making dreams come true.

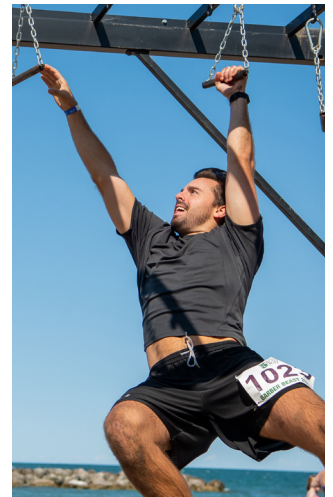
2022 MAJOR EVENTS SPONSORSHIP

Thank you! Your sponsorship supports the Barber National Institute as we make dreams come true for more than 6,200 children and adults with autism, intellectual disabilities and behavioral health challenges.

We love a win-win, and that's what we can offer you with sponsorship of a Barber National Institute event!

Your business will benefit from being associated with a first-class, well-run event and we will work with you to ensure that you receive the maximum exposure with a desirable demographic.

In this packet, you will find information about all of our major events for 2022 and a wide range of options to become a sponsor.



*Please contact Laura Schaaf, Director of Giving
for more information at (814) 874-5802 or LSchaaf@barberni.org
All sponsorships should be made payable to:
Dr. Gertrude A. Barber Foundation*

SOCIAL MEDIA PRESENCE

Barber National Institute

Facebook Followers - 14,300
Facebook Reach per Month - 51,850
Instagram Followers - 1,300
Instagram Reach per Month - 3,400
LinkedIn Followers - 3,500

Barber Beast on the Bay

Facebook Followers - 10,400
Facebook Reach per Month - 32,150
Instagram Followers - 1,100
Instagram Reach per Month - 2,400



@BarberNationalInstitute
@BarberBeastontheBay



@barbernatinstitute
@beastonthebay



Barber National Institute

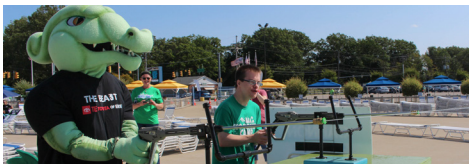
BARBER BEAST ON THE BAY - September 10, 2022

EVENT STATISTICS

Event Attendance

10-Mile Participants - 1,300+
Adapted Course Participants - 120
Volunteers - 250+
Sponsors - 30+

With our Beast Community spreading over 15 states and 2 countries, our sponsorship levels will include your logo as outlined next:



Online Presence

Website Pageviews - 185,300

Email Blasts

Emails sent yearly - 25
Avg. Email List Size - 2,000

Print Materials

Banners, obstacle signage viewed by over 2,000 participants and spectators.

OPPORTUNITIES

Includes team of 10:

Participant Medal Sponsor - \$10,000
Shirt Sponsor - \$10,000
Stage Sponsor - \$10,000

Includes team of 7:

Adapted Course - \$7,500
Power Up Electrolyte Sponsor - \$7,500

Includes team of 5:

Cheer Zone Sponsor - \$5,000
Elite Award Sponsor - \$5,000
Participant Bag Sponsor - \$5,000
Photo Booth Sponsor - \$5,000
'The Beast' Sponsor - \$5,000

General Sponsorship

Supporting Sponsor - \$2,500
Refueling + Water Station - \$2,000
Friends of the Beast - \$500

These must be committed by August 1, see BarberBeast.org for sponsor benefits.

BARBER CHRISTMAS BALL - December 10, 2022

EVENT STATISTICS

Event Attendance

Guests - 800+
Sponsors - 20+

All of our sponsorship levels include your logo prominently displayed to business leaders, donors and friends of the Barber community on the night of the event.



Online Presence

Website Pageviews - 5,400

Email Blasts

Emails sent yearly - 5
Avg. Email List Size - 1,300

Print Materials

Assessable to over 1,000 guests and volunteers at the event.



OPPORTUNITIES

Diamond Sponsor - \$10,000

A table of ten with preferred placement at the event, website promotion, inclusion in program, recognition at the event and featured sponsorship (band, centerpieces, food or dessert table).

Gold Sponsor - \$5,000

A table of ten with preferred placement at event, website promotion, inclusion in program and recognition at the event.

Emerald Sponsor - \$2,500

Includes four reservations, website promotion, inclusion in program and recognition at the event.

Garnet Sponsor - \$1,000

Includes two reservations, website promotion, inclusion in program and recognition at the event.

ART SHOW & SALE - April 21 - May 6, 2022

EVENT STATISTICS

Event Attendance

Artists - 220
Pieces Exhibited- 300+
Pieces Sold - 120

Sponsor logos will be prominently displayed on website, emails and print materials.

Online Presence on Website

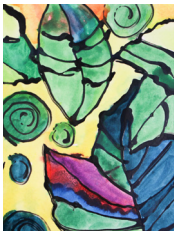
Show Page Visits - 6,000
Show Pageviews - 27,000

Email Blasts

Emails sent yearly - 10
Avg. Email List Size - 1,300

Print Materials

Sponsors committed by January 15 will be included on Call For Entry form, mailed to over 3,000 local artists, galleries, schools and friends of the arts.



OPPORTUNITIES

Naming Rights Sponsor - \$7,500

Brand this event with your company name! Prominent recognition at the top of every page on our sale platform and all other marketing.

Donor Debut Sponsor - \$5,000

Brand the pre-show virtual event, when artists and supporters enjoy a sneak peek before the galleries open to the public. Prominent recognition on sale platform.

Call for Entries Sponsor - \$3,000

Prominent recognition as the Call for Entries sponsor prior to the show on all entry forms - online and in print! Sponsor must be committed by January 15.

Awards Sponsor - \$2,000

Your company's logo will take the main stage as artists are recognized and presented with their awards.

SHILLELAGH GOLF TOURNAMENT - June 16, 2022

EVENT STATISTICS

Event Attendance

Golfers - 170+

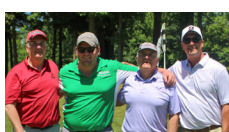
Sponsorships \$1,000 and above will have their logo included on our website, in all email blasts, in dinner program, and printed on a 3' x 2' course sign.

Online Presence

Webpage Impressions - 1,800+

Email Blasts

Emails sent yearly - 5
Avg. Email List Size - 170



OPPORTUNITIES

Sponsorships that include a foursome:

Dinner Sponsor - \$6,000 - 1 available

Lunch Sponsor - \$3,000 - 1 available

Participant Gift Sponsor - \$3,000 - 1 available

Coffee Kick-Off Sponsor - \$2,000 - 1 available

Snack Sponsor - \$2,000 - 1 available

Driving Range Sponsor - \$1,500 - 1 available

Putting Green Sponsor - \$1,500 - 1 available

Cart Sponsor - \$1,500 - 1 available

Ace Level Sponsorship - \$3,000

Eagle Level Sponsorship - \$2,000

Birdie Level Sponsorship - \$1,000

Shillelagh TEAM Sponsor - \$850 - 3' x 2' course sign

Hole TEAM Sponsor - \$850 - 2' x 1.5' course sign

Sponsorships that do not include a foursome:

Shillelagh Sponsor - \$500 - 3' x 2' course sign

Hole Sponsor - \$300 - 2' x 1.5' course sign

This event consistently sells out. If interested, act quickly.

LADIES ONLY LUNCHEON - November 19, 2022

EVENT STATISTICS

Event Attendance

Guests - 450+
Sponsors - 15+

Attendees include women business and community leaders from across the Erie region.

Email Blasts

Emails sent yearly - 5
Avg. Email List Size - 360

Online Presence

Website Pageviews - 900+

Print Materials

Invitation sent to list of over 870 contacts



OPPORTUNITIES

Diamond Sponsor - \$5,000 and up

Emerald Sponsor - \$3,000 - \$4,999

Garnet Sponsor - \$1,000 - \$2,999

Above sponsorships receive:

- Guest admissions (Diamond 5, Emerald 3, Garnet 2)
- Recognition and logo on invitation, program and all printed materials
- Private shopping before event begins
- Your logo and sponsorship published on our web page and social media with a link to your website
- A photo opportunity following the luncheon
- Signage with logo at the event
- Framed student artwork for display in your business

Business Sponsor - \$250 - \$999

- One guest admission (\$60 value)
- Acknowledgment in the program book
- Your name listed on our web page

This event consistently sells out. If interested, act quickly.

CHRISTMAS LIGHTS CONTEST - December 2022

EVENT STATISTICS

Event Attendance

Entries in Contest - 60+
Sponsors - 12

Contest entries include houses and businesses in Erie, Crawford and Warren Counties.

Email Blasts

Emails sent yearly - 5 to 7
Avg. Email List Size - 2,150



OPPORTUNITIES

Santa Claus Lane Sponsor - \$5,000

Have your logo prominently displayed on our website, marketing email blasts, social media shout-outs and a printed map with all participating houses.

Sleigh Bells in the Snow Sponsor - \$2,500

Have your logo prominently displayed on our website, marketing email blasts and social media shoutouts.

Deck the Halls Sponsor - \$1,500

Have your logo prominently displayed on our website and marketing email blasts.

All is Bright Sponsor - \$500

Have your logo prominently displayed on all marketing email blasts.

All sponsors may also enter 1 house or property into the contest.

Additional sponsorship opportunities still in development.