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
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.

**OCCUPUNITIES**

**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**
- Assesible to over 1,000 guests and volunteers at the event.

**OCCUPUNITIES**

**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

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.

SHILLELAGH GOLF TOURNAMENT - June 16, 2022

EVENT STATISTICS

Online Presence
Webpage Impressions - 1,800+

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

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

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.

EVENT STATISTICS

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.

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.*

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**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.