



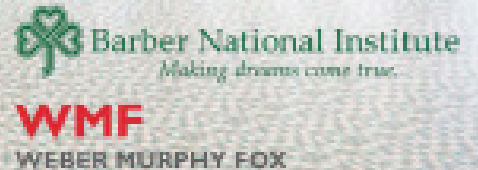
Barber National Institute  
*Making dreams come true.*

# 2024 MAJOR EVENTS SPONSORSHIP

**Thank you! Your sponsorship supports the Barber National Institute as we make dreams come true for more than 5,400 children and adults with autism, intellectual disabilities and behavioral health challenges.**



**Coming Soon!**



**Please contact Laura Schaaf, Director of Giving, for more information at (814) 874-5802 or [LSchaaf@barberni.org](mailto:LSchaaf@barberni.org).  
Learn more about our events & sponsorship opportunities at [BarberInstitute.org/Events](https://BarberInstitute.org/Events).  
All sponsorships should be made payable to: **Dr. Gertrude A. Barber Foundation****

## SOCIAL MEDIA PRESENCE

### Barber National Institute

Facebook Followers - 15k | Facebook Reach per Month - 99k | Instagram Audience - 1.5k | LinkedIn Followers - 4.5k

### Barber Beast on the Bay

Facebook Followers - 10.8k | Facebook Reach per Month - 52k | Instagram Audience - 1.2k



[@BarberNationalInstitute](https://www.facebook.com/BarberNationalInstitute)  
[@BarberBeastontheBay](https://www.facebook.com/BarberBeastontheBay)



[@barbernationalinstitute](https://www.instagram.com/barbernationalinstitute)  
[@beastonthebay](https://www.instagram.com/beastonthebay)



Barber National Institute

# A SPECIAL THANK YOU TO ALL OF OUR 2023 EVENT SPONSORS



As of 10.30.2023

# ART SHOW & SALE (in-person & online) - April 5 - 8, 2024

## EVENT STATISTICS

### Event Attendance

Artists - 250+  
Pieces Exhibited - 441  
Pieces Sold - 166

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

### Online Presence on Website

Show Page Visits - 6,800+

### Email Blasts

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

### Print Materials

Sponsors committed by **January 5** 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 - **TAKEN**

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 - **TAKEN**

Brand the in-person event when artists and supporters enjoy a sneak peek before the galleries open to the public. Prominent recognition at the event.

### Call for Entries Sponsor - \$2,000

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 5**.

### Awards Sponsor - \$3,000

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



# SHILLELAGH GOLF TOURNAMENT - June 20, 2024

## EVENT STATISTICS

### Event Attendance

Golfers - 170+  
Volunteers - 30+

### Online Presence

Website Pageviews - 1,500+

### Email Blasts

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

## OPPORTUNITIES

### Sponsorships that include a foursome:

**Dinner Sponsor - \$6,000** - logo displayed at buffet, prominent poster & on every guest table during dinner - **TAKEN**

**Lunch Sponsor - \$3,000** - logo displayed at buffet & on every guest table during lunch - **TAKEN**

**Dinner Raffle Sponsor - \$2,500** - logo displayed at raffle tables & on every guest table - **TAKEN**

**Super Raffle Sponsors - \$2,500** - banner with logo at Super Raffle table & on every guest table

**Coffee Kick-Off Sponsor - \$2,000** - logo displayed at buffet & on every guest table during breakfast

**Snack Sponsor - \$2,000** - banner on beverage & snack carts circulating all day on the course - **TAKEN**

**Driving Range Sponsor - \$1,500** - 3'x2' sign at the driving range - **TAKEN**

**Putting Green Sponsor - \$1,500** - 3'x2' sign at the putting green - **TAKEN**

**Cart Sponsor - \$1,500** - sign with logo inside each golf cart - **TAKEN**

**Par 3 Challenge Sponsors - \$1,500** - sign at each Par 3 Challenge throughout the course

**Team Sponsors - \$850** - 3' x 2' course sign - **TAKEN**

### Sponsorships that do not include a foursome:

**Shillelagh Sponsors - \$500** - 3' x 2' course sign

**Hole Sponsors - \$300** - 2' x 1.5' course sign

Sponsorships \$1,500 and above will have their logo included on our website, in all email blasts, in dinner program, and printed on a course sign. Sponsorships fill quickly. To check if a level is still available, please contact us or visit our website at

**BarberInstitute.org/Events.**





# BARBER BEAST ON THE BAY - September 7, 2024



At its conception in 2013, the Beast on the Bay was just a crazy idea with no benchmark of potential success. Now **11** years later, this unique event has brought over **10,000** participants to Erie from **38** states and **4** countries since its start. With the continuous support of participants, volunteers, sponsors and everyone in between, we've been able to grow the Beast in a way we never thought possible. Your sponsorship will promote this growth in our community for years to come. Help us make our 11th year one to remember!

## EVENT STATISTICS

### Event Attendance

10-Mile Participants - 1,200+  
Adapted Course Participants - 100  
Volunteers - 200+  
Sponsors - 30+

### Online Presence

Website Pageviews - 185,530+

### Email Blasts

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

### Print Materials

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



## OPPORTUNITIES

### Includes team of 10:

**Participant Medal Sponsor - \$10,000** - logo printed on the ribbon of the medal given to all 1,000+ participants

**Participant Shirt Sponsor - \$10,000** - logo printed on the t-shirt given to all 1,000+ participants - **TAKEN**

**Participant Bag Sponsor - \$10,000** - logo printed on the participant bag given to all 1,000+ participants

### Includes team of 7:

**Adapted Course - \$7,500** - logo printed on Start Line banner in the Adapted Course - **TAKEN**

**Beast Crew Sponsor - \$7,500** - logo on all 200+ volunteer shirts & other instructional materials (**2 AVAILABLE**)

### Includes team of 5:

**Power Up Electrolyte Sponsor - \$5,000** - logo printed on sign at each nutrition station on the course

**Cheer Zone Sponsor - \$5,000** - logo printed on a sign at each cheer zone station on the course - **TAKEN**

**Photo Booth Sponsor - \$5,000** - logo printed on the photo booth backdrop used by participants, volunteers & spectators - **TAKEN**

**'The Beast' Sponsor - \$5,000** - logo printed on the Beast mascot's t-shirt which is worn at all promotions and at the event - **TAKEN**

### General Sponsorship

**Supporting Sponsor - \$2,500** - logo on 3' x 2' obstacle sign & finish line priority

**Refueling + Water Station - \$2,000** - 6 available - logo on 3' x 2' water station sign

**Friends of the Beast - \$1,000** - logo on 3' x 2' obstacle sign

These must be committed by August 1, see [BarberBeast.org](http://BarberBeast.org) for more sponsor benefits.

# LADIES ONLY LUNCHEON - November 23, 2024

## EVENT STATISTICS

### Event Attendance

Guests - 375  
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 - 1,400+  
Sponsors are showcased on the online basket raffle platform

### 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 (\$75 value)
- Acknowledgment in the program book
- Your name listed on our web page

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

# BARBER CHRISTMAS BALL - December 14, 2024

## EVENT STATISTICS

### Event Attendance

Guests - 1,200+  
Sponsors - 45+

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 - 7,900+

### Email Blasts

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

### Print Materials

Accessible 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.