



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.



*Please contact Laura Schaaf, Director of Giving, for more information at (814) 874-5802 or LSchaaf@barberni.org.
Learn more about our events & sponsorship opportunities at 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

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

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 **(2 AVAILABLE)**

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

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 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.