

BigWigs

Sponsorship Opportunities

Susan G. Komen®
LOUISIANA

Where the end of breast cancer begins.™

Make an Impact as a Sponsor

Sponsoring Susan G. Komen® Louisiana holds the opportunity to make an impact like never before.

In 2016 Susan G. Komen® set a Bold Goal to reduce the current number of breast cancer deaths by 50% in the U.S. by 2026. This goal holds special significance for Louisiana. Louisiana ranks third among states in lives lost to breast cancer. This is unacceptable. It is estimated that 42,000 women and men in the U.S. will lose their battle to breast cancer in 2020.

Susan G. Komen® Louisiana affiliates have united as Susan G. Komen® Louisiana. In an effort to achieve Komen's Bold Goal for our state, we have joined forces to be more efficient and effective with our efforts. As Komen Louisiana, we serve 56 of our state's 64 parishes.

As a 2020 BigWigs' sponsor, you will be at the forefront of our increased efforts to save lives from breast cancer in our state! Your investment in our mission will also offer you the opportunity to carry your marketing message not only to the Greater Baton Rouge area but also across our affiliate service area.



Expanding Our Mission

- Increasing outreach efforts in our communities
- Maintaining signature events and activities
- Engaging new community partners
- Continuing and strengthening existing relationships to help us reach our Bold Goal and save lives in Louisiana!
- 75% of funds raised remain in the affiliate service area to support local efforts to save lives
- 25% of funds raised are dedicated to scientific research to prevent and cure breast cancers

susan g. Komen®
LOUISIANA

research

care

community

action



2020 BigWigs Sponsorship Opportunities

The Bouffant Sponsor

Limit 1

\$15,000

- Company logo on Komen Louisiana Baton Rouge BigWig website and L'Auberge party materials
- Company logo prominently listed on event materials (print, video, and digital)
- Company logo with click through on event webpage
- Company featured in social media posts
- Representative to address the crowd, optional
- 2 champagne pre-party tables (10 seats per table, 20 guests, 6:00 entry). We encourage you to decorate your table! You can use your company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L'Auberge does not allow confetti or silly string.
- 160 game vouchers (80 per table)
- A bottle of champagne on each table
- **Provide your company promotional items to all guests upon entry at the door of the ballroom, optional**
- **Stage presence, address the crowd prior to the presentation of the 2020 BigWigs**
- **Your company logo on left sleeve of the 2020 BigWigs' t-shirts. The front of the shirt will be the BW 2020 design. These shirts will be worn by game volunteers, registration table volunteers, and other volunteers at the event. Depending on quantity and availability, each 2020 BigWig will receive one, and the steering committee. Any leftover shirts may also be used as a prize at a game. The committee reserves the right to the shirts at their discretion.**
- Have your own "station" at the event, optional

For questions or to purchase a sponsorship, please contact Stephanie Possa, event chair, at spossa@tylerpossa.com

Grand Entrance Sponsor

Let your company greet all of our guests upon arrival! *limit 1*

\$10,000

- Company logo on Komen Louisiana Baton Rouge BigWig website and L 'Auberge party materials
- Company logo prominently listed on event materials (print, video, and digital)
- Company logo with click through on event webpage
- Company featured in social media posts
- 2 champagne pre-party tables (10 seats per table, 20 guests, 6:00 entry). We encourage you to decorate your table! You can use your company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L 'Auberge does not allow confetti or silly string.
- 160 game vouchers
- A bottle of champagne on each table
- **Balloon arch in walkway walking into event with your logo prominently displayed**
- **Your representatives greeting guests with promotional items at archway, optional**

Prize Salon Sponsor

limit 1

\$7,500

- Company logo on Komen Louisiana Baton Rouge BigWig website and L 'Auberge party materials
- Company logo prominently listed on event materials (print, video, and digital)
- Company logo with click through on event webpage
- Company featured in social media posts
- 1 champagne pre-party table (10 seats per table, 10 guests, 6:00 entry). We encourage you to decorate your table! You can use your company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L 'Auberge does not allow confetti or silly string.
- 80 game vouchers
- A bottle of champagne on your table
- **Balloon arch in walkway walking into prize salon (this area is visible to all guests).**
- **Your representatives greeting guests with promotional items at prize salon archway, optional**

For questions or to purchase a sponsorship, please contact Stephanie Possa, event chair, at spossa@tylerpossa.com

The Trend Sponsor

limit 1

\$5,000

- Company logo on Komen Louisiana Baton Rouge BigWig website and L 'Auberge party materials
- Company logo prominently listed on event materials (print, video, and digital)
- Company logo with click through on event webpage
- Company featured in social media posts
- 1 general admission table (10 seats), includes seating and general admission (7:00) for 10 guests. We encourage you to decorate your table! You can use your company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L 'Auberge does not allow confetti or silly string.
- 50 game vouchers
- **Pens with your company logo for the event, optional. (These will be used at registration, and throughout the event to fill out vouchers, at games, and prize area).**

Champagne Pre-Party Sponsor

Limit 1

\$4,500

- Company logo on Komen Louisiana Baton Rouge BigWig website and L 'Auberge party materials
- Company logo prominently listed on event materials (print, video, and digital)
- Company logo with click through on event webpage
- Company featured in social media posts
- 6 champagne pre-party tickets, entry at 6:00 (this does not include a table, these are standing tickets, no vouchers included).
- Your company announced and advertised as the Champagne Pre-Party Sponsor
- **You and/or your representatives give the champagne toast at the closing of the champagne pre-party and officially open the doors.**

For questions or to purchase a sponsorship, please contact Stephanie Possa, event chair, at spossa@tylerpossa.com

Green Room Sponsor

Limit 1

\$4,000

- Company logo listed on event materials (print, video, and digital)
- Company logo with click through on event webpage
- Company featured in social media posts
- 1 Table (10 seats) with general admission entry (7:00) and seating for 10 guests. We encourage you to decorate your table! You can use your company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L 'Auberge does not allow confetti or silly string.
- 50 game vouchers
- Your logo and signage in the green room.
- Optional: Your promotional items in the green room for the BigWigs (our suggestion: do a swag bag!)

Cheers Sponsor

Do you and your friends like champagne and a good time? This is for you!

\$3,000

- Company logo on Komen Louisiana Baton Rouge BigWig website and L 'Auberge party materials
- Company logo listed on event materials (print, video, and digital)
- 1 table (10 seats) with Champagne Pre-Party Entry (6:00 entry) for all 10 guests. We encourage you to decorate your table! You can use your company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L 'Auberge does not allow confetti or silly string.
- Champagne on your table
- 80 game vouchers

For questions or to purchase a sponsorship, please contact Stephanie Possa, event chair, at spossa@tylerpossa.com

The Live Auction Sponsor

\$2,000

You provide an item of at least \$2,000 in value. This item will go up for live auction at the event. This item and your company will be heavily advertised. You will get a special thank you and acknowledgment from the auctioneer the evening of the event.

- Company logo prominently listed on event materials (print, video, and digital)
- Company featured in social media posts
- 1 table (10 seats), includes seating and general admission (7:00) or 10 guests. We encourage you to decorate your table! You can use your company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L'Auberge does not allow confetti or silly string.
- 50 game vouchers

For questions or to purchase a sponsorship, please contact Stephanie Possa, event chair, at spossa@tylerpossa.com

Cash sponsorships payments directed to Komen Louisiana specifically may be counted toward a BigWig's fundraising pursuit of the 2020 Biggest Wig Award!

*This event is cash bar.

The Flat Top - \$1,500

Company logo with click through on event webpage
Company featured on social media posts
Entry for 4, general admission, 7:00
20 game vouchers

The Bob - \$750

Company logo with click through event webpage
Company featured on social media posts
Entry for 2, general admission, 7:00
10 game vouchers

We have lots of options and ideas to customize a package for you. If any of the above do not meet your needs, please let us know and we are happy to do a custom package for you.

Some options include:

Pens – If the Trend Sponsor does not take advantage of this option, we can utilize it for you. Pens with your logo throughout the event

Shirts – If the Bouffant sponsor does not take advantage of this option, we can utilize it for you. Your logo would be on the left sleeve of the shirts.

Stage Presence -- We can offer various types of stage presence depending on your business and what you would like to do.

Entertainment – we are open to ideas to various forms of entertainment. (Photobooth sponsor, actors, dancers, living statues, etc.).

Printing Sponsor – We need items printed for the event.

Gifts to BigWigs – They love swag. This would need to be coordinated and approved by the green room sponsor.

Photobooth –We had one in 2019 and would like to have one again. We can offer your logo on all photos printed at the event.

Pre-Party Sponsor – This is currently scheduled for June 4, 2020.

Wrap-up party sponsor – We have a wrap-up party 2 weeks after fundraising closes, August 20, 2020.

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TABLES

Table Purchase \$1,000

- **Tables are available for purchase. They are limited and go fast!**
- Tables may be purchased for \$850 each and seat 10 people, 7:00 entry.
- Each table comes with 50 game vouchers.
- A \$500 tax credit may be applied for each table purchased. (\$1,000 minus \$500 in game vouchers that offer an opportunity for you and your guests to win prizes)
- We encourage you to decorate your table! You can use company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L'Auberge does not allow confetti or silly string.

Want to upgrade your table, so your guests can enjoy the Champagne Pre-Party? No problem!

Table upgraded to Champagne Pre-Party Entry \$1,300

- **Tables are available for purchase. They are limited and go fast!**
- Tables may be purchased for \$1,300 each and seat 10 people.
- All 10 people can enter at 6:00 and enjoy the exclusive Champagne Pre-Party
- Each table comes with 80 game vouchers.
- A \$800 tax credit may be applied for each table purchased. (\$1,300 minus \$500 in game vouchers that offer an opportunity for you and your guests to win prizes)
- We encourage you to decorate your table! You can use company swag or whatever you like. Centerpieces cannot exceed 18 inches in height. L'Auberge does not allow confetti or silly string.

Tables are limited and tickets to the pre-party are even more limited, reserve yours today!

NOTE – purchasing a table is not a sponsorship. It does not include any type of advertising. You are welcome and we encourage you to decorate your table with company swag or whatever you like.

For questions or to purchase a sponsorship, please contact Stephanie Possa, event chair, at spossa@tylerpossa.com