13th Annual Glen Ellyn Backyard BBQ
2021 Sponsorship Opportunities

September 11th, 2021
505 Crescent Blvd
Glen Ellyn, IL

Benefiting: Bridge Communities
www.glenellynbackyardbbq.org
OUR PROMISE:
SAFETY FIRST WITHOUT COMPROMISING THE FUN

The Glen Ellyn Backyard BBQ and Bridge Communities will put guest, volunteer, competitor, and staff safety first, while also delivering a uniquely fun, family-centered, music and BBQ festival.

Spacious, Outdoor Venue – We’ll be hosting all aspects of the event in spacious open areas. We will encourage face masks when guests are not actively eating or drinking.

Careful Placement for Social Distance – All BBQ competitors, vendors, and Piglet Playland will be configured for safe, social distancing. We will limit guest entry to no more than 1,500 guests in a nearly 76,000 square foot outdoor festival footprint.

Cashless Purchases Encouraged – Guests will be encouraged, and at some points of service required, to use debit, credit and mobile payment services such as Venmo and Zelle.

Piglet Playland Recreated – Our beloved children’s play area will be reconfigured to include more social distance activities such as arts and crafts, single person games, and will require face masks and hand sanitizer.

We’ve consulted the experts and considered every angle to plan an event that puts safety first without compromising all the fun and enjoyment the Glen Ellyn Backyard BBQ promises to deliver. Just think how grateful all those pandemic-weary, socially starved customers and potential customers will be for your support!
Now in its 13th year, the Glen Ellyn Backyard BBQ has become a much anticipated event, drawing thousands of BBQ and live music fans from across the Chicago region.

This family-friendly event provides an excellent avenue to showcase your business and achieve your marketing goals. Glen Ellyn and surrounding communities are economically robust with household incomes that average over $100,000. They are primarily single family homeowners, college educated, and boast significant discretionary spending.

Led by an all-volunteer organization the Glen Ellyn Backyard BBQ has the goal to raise $50,000 to benefit homeless families housed and mentored by Bridge Communities. Your participation as a sponsor to the Glen Ellyn Backyard BBQ is critical to meeting that goal.
What your Sponsorship Dollars Bring You:

1. **Market your company throughout Chicagoland with emphasis in the western suburbs**
   a. The Glen Ellyn Backyard BBQ has a robust social media presence, over 3,200 Facebook and 1,500 Twitter followers. Bridge Communities also has an additional 3,000+ followers.
   b. The Glen Ellyn Backyard BBQ attracts 3,000+ guests from some of the most affluent west suburban communities including: Glen Ellyn, Wheaton, Naperville, Bloomingdale, Winfield and Downers Grove.
   c. Your company name and logo is listed in event marketing, social media, websites and media releases.
   d. Specific sponsorship in high traffic and visible areas, on the day of the BBQ event, that provide additional recognition.
   e. Banners, signage, and posters displayed at the event and in west suburban communities.
   f. Marketing booth space for you and your business located close to main gate and entertainment stage.
   g. Cross marketing opportunities available for top financial sponsors.

2. **Tax Deductible Donation to Bridge Communities**
   a. Company name and logo associated with one of the area’s most respected and award-winning non-profit organizations.
   b. Company name and logo associated with a Top 20 *Chicago Magazine* non-profit and multi-year, 4-STAR Charity Navigator agency.
   c. Company name and logo recognized on Bridge Communities’ website, social media, newsletter, and annual report.
   d. Knowledge that your marketing dollars are being leveraged by one of the most successful programs designed to permanently end homelessness and poverty for local families.

4. **Place Marketing Item in Swag Bags:**
   a. Company is encouraged to provide a promotional item in each contestant, judge and volunteer swag bags. Approximately 110 bags distributed.
   b. Company is encouraged to provide promotional item(s) at their marketing booth.

5. **Fun for All:**
   a. Top financial sponsors can serve as guest celebrity judge of Best Dish
   b. Free food and beverage tickets given to company employees
   c. Company can help promote the event
   d. Company employees can volunteer at the BBQ
   e. Free t-shirts, hats, and other promotional items given to top financial sponsors
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**Title Sponsor - $15,000**

- Exclusive Naming Rights of Glen Ellyn Backyard BBQ. To be listed as the Glen Ellyn Backyard BBQ sponsored by: Your Company Name, to Benefit Bridge Communities. (Name change requires a multi-year commitment.)
- Prominent logo placement on all event marketing materials, website, social media, press releases, event signage, and select promotional items
- Company name and logo provided in all press releases sent to 30+ media outlets
- Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities websites, with links to sponsor websites and social media sites
- Exclusive company name and logo signage the day of the event, along with minimum of seven company announcements from entertainment stage. Opportunity to speak from stage.
- Serve as celebrity judge in Best Dish category. If KCBS certified, serve as judge for Best Ribs
- Inclusion of company materials (provided by company) in thank you letters sent to 100 BBQ event competitors and judges
- Cross promotional and marketing opportunities to be determined
- Marketing booth space (size 10x20) provided to company
- Five BBQ event t-shirts, five BBQ event hats, and five BBQ event drink cozies
- Tickets for BBQ meal and beverages to all company guests with VIP seating
- Post-event recognition in all press materials, social media, and websites
- Your sponsorship is a tax-deductible donation

**Backyard BBQ Competition Sponsor - $5,000**

- Prominent logo placement on all competition marketing materials, website, social media, press releases, event signage, and select promotional items
- Company name provided in all press releases sent to 30+ media outlets
- Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities websites, with links to sponsor websites and social media sites
- Company name and logo signage the day of the event, along with minimum of five company announcements from entertainment stage
- Exclusive signage at Turn-In Tent and Judges Tent areas. Opportunity to speak prior to Best Dish and Best Ribs Judging in Judge’s Tent
- Serve as celebrity judge in Best Dish category. If KCBS certified, serve as judge for Best Ribs
- Inclusion of company materials (provided by company) in thank you letters sent to 100 BBQ event competitors and judges
- Marketing booth space (10x10) provided to company
- Four BBQ competition t-shirts, five BBQ event hats, and four BBQ event drink cozies
- Four Tickets for BBQ meal and beverages
- Post-event recognition in all press materials, social media, and websites
- Your sponsorship is a Tax Deductible donation
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**King of the Stage Sponsor - $3,000**

- Logo placement on all event marketing materials, website, social media, press releases, and stage signage
- Company name provided in all press releases sent to 30+ media outlets
- Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities and Glen Ellyn Backyard BBQ websites, with links to sponsor company
- Exclusive company name and logo on all stage signage the day of the event, along with a minimum of seven announcements from the entertainment stage. Unless there is title sponsorship, then stage signage will have both company names and logos represented. Opportunity to speak from stage.
- Marketing booth space (size 10x10) provided to company
- Three BBQ event t-shirts and four BBQ event drink cozies
- Three BBQ meal and beverage tickets
- Post-event recognition in all social media and websites
- Your sponsorship is a Tax Deductible donation

**Piglet Playland Sponsor - $1,500**

- Logo placement on all event marketing materials, website, social media, press releases
- Company name provided in all press releases sent to 30+ media outlets
- Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities websites, with links to sponsor company
- Company name announced from entertainment stage a minimum of three times
- Exclusive signage at Piglet Playland area
- Marketing booth space (size 10x10) provided to company OR two BBQ event t-shirts and two BBQ event drink cozies
- Two BBQ meal and beverage tickets
- Post-event recognition in all social media and websites
- Your sponsorship is a Tax Deductible donation
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Backyard BBQ Festival Sponsors - $965
(One month of housing for a homeless client family)

Your $965 donation means a homeless family is in safe housing for one more month. During this time the family will receive weekly mentoring and financial literacy coaching, counseling to heal from their traumas, employment workshops and coaching, nutritional workshops, and the children will receive holistic education, emotional, and physical assessments and care. You can give all of this and more for only $965! Plus, you will receive all of the following marketing and promotions:

• Company name and logo on event marketing materials, website and social media
• Company name provided in all press releases sent to 20+ media outlets
• Company name announced from entertainment stage a minimum of three times
• Marketing booth space (size 10x10) provided to company OR two BBQ event t-shirts
• Two BBQ meal and beverage tickets
• Post-event recognition in all social media and websites
• Your sponsorship is a Tax Deductible donation

Prime Level Sponsorships - $500 each

Technology Sponsor - $500
Liquid Libations Sponsor - $500
Safety and Sanitation Sponsor - $500
Hip, Hip, Hooray for Volunteers Sponsor - $500

• Company name on event marketing materials, website, social media
• Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities websites
• Exclusive signage at your sponsored location:
  • Technology - signage at event entry
  • Liquid Libations - signage at beer and wine trailers
  • Safety and Sanitation - signage at wash stations and sanitizing stations
  • Hip, Hip, Hooray for Volunteers - signage at volunteer check-in and digital sign-up
• Company name announced from entertainment stage two times
• Marketing booth space (size 10x10) provided to company OR one BBQ event t-shirts
• Post-event recognition in all social media and websites
• Your sponsorship is a Tax Deductible donation
Bridge Communities is a dynamic, holistic, grassroots non-profit organization committed to transforming the lives of homeless families through meaningful partnerships with community-based agencies and individuals. The program of housing, mentoring, employment and education counseling focuses families towards a goal of permanent housing and self-sufficiency. The problems Bridge Communities addresses are homelessness, underemployment, unemployment, skill deficiencies, lack of education, parenting issues and debt management. The objectives of the Bridge program are:

- Secure an improved employment status, therefore increasing earned income
- Reduce debt and improve credit rating
- Teach clients how to better utilize resources through life-skills mentoring
- Improve the client’s and their children’s educational opportunities
- Secure and sustain permanent housing upon completion of the Program
- Break the cycle of poverty within the family unit

Bridge Communities has helped more than 850 families achieve self-sufficiency and permanent housing.

In 2020...

- 110 families were served (117 adults, 217 children)
- 39 clients landed 40 full-time jobs and 14 clients landed 18 part-time jobs
- 33 clients enrolled in college courses or vocational training
- 138 children received home visits from the children’s team (virtual or in-person)
- 37 clients graduated

Achievements of 2020 Graduates

- 100% reported improvement in Decision Making Skills
- 90% reported improvement in Managing Finances
- 100% reported they developed a Trusting Relationship with One Mentor
- 80% reported success in Goal Striving and Achievement
- Median Debt moved from $20,006 to $9,401
- Median Income moved from $2,382 to $2,860
- Median Savings moved from $0 to $11,000

505 Crescent Blvd., Glen Ellyn, IL 60137    630-545-0610    Fax 630-545-0640    www.bridgecommunities.org

2021 Sponsorship Forms 04.07.2021
Name of Individual/Organization/Company: __________________________________________________

Preferred Contact Person: ______________________________  Contact Phone: ____________________

Contact E-Mail: _______________________________________ Contact Cell Phone: ________________

Contact/Business Address: _______________________________________________________________

**We want to participate in the Glen Ellyn Backyard BBQ in the following way(s):**

**Sponsorship Levels:**

- Exclusive Title ($15,000)   $________
- BBQ Competition ($5,000)   $________
- King of the Stage ($3,000)    $________
- Piglet Playland ($1,500)   $________
- BBQ Festival ($995)   $________
- Prime Sponsorships ($500 each)  $________

Total Sponsorship Amount:   $________

[ ] Yes, I would like a marketing booth space at the GEBYBBQ as indicated in my sponsorship level.

**Payment methods:**

[ ] My sponsorship of $ __________________ is enclosed (Make check payable to Bridge Communities)

[ ] I would like to be billed in ___________ (month, 2021) for my full sponsorship of $__________

  ▪ Payment must be made by September 1, 2021.

[ ] I would like to make a one-time charge for my sponsorship of $ _________     Visa     MC     AmEx

[ ] I would like to charge my credit card in monthly increments of $_______ for _______ months (maximum of 5 months) for a final sponsorship amount of $______________

[ ] Credit Card #_____________________________  Exp. Date ___________ Sec. Code: __________

Name on Card ___________________________   Signature_________________________________

Please complete this form, indicate and/or enclose sponsorship payment and mail to:

Attention: GEBYBBQ, Amy Van Polen
Bridge Communities
505 Crescent Blvd
Glen Ellyn, IL 60137

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