

BIG IN THE BLUEGRASS

2026 Sponsorship Guide

SEPTEMBER 11
THE BURL | LEX, KY



Big Brothers Big Sisters.
OF THE BLUEGRASS

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SEPTEMBER 11

Get ready to turn back time and turn up the volume. This year, Big in the Bluegrass is hitting a new stage at The Burl- bringing a fresh, festival-style experience to one of Lexington's most iconic music venues. Join us for a high-energy night featuring throwback hits from the 90's with Saved By the 90's, interactive arcade games, crave-worthy bites, and specialty drinks designed to take you straight back to the "good old days."

But this isn't just a party- it's a party with a purpose.

Every ticket sold and every sponsorship secured, directly fuels the life-changing mentoring work of Big Brothers Big Sisters of the Bluegrass. Your support helps us create more meaningful matches, expand our reach, and deliver experiences that inspire confidence, connection, and brighter futures for local youth.

Round up your crew, rewind to the raddest decade ever, and be part of something BIG!

Contact

mdowney@bbbs-bluegrass.org
to become a sponsor

Build Brand Recognition:

Featured logo and business name in:

- event promotions
- marketing materials
- social media campaigns

Align with a Trusted Cause:

Partner with BBBSBG, an organization with a 70 year history in Central Kentucky

Engage with the Community:

Be at the center of an exciting event attended by local leaders, potential business partners, and enthusiastic participants.

Boost Employee Morale:

Each sponsorship comes with tickets to share with your staff.

Showcase Your Social Impact:

Highlight your business as one that values and invests in the future of our region.



Big Brothers
Big Sisters®

OF THE BLUEGRASS



Presenting Sponsor- \$15,000 - (1 Available) **“Big in the Bluegrass presented by YOUR COMPANY”**

Step into the spotlight as the Presenting Sponsor of Big in the Bluegrass, where your brand takes center stage in an unforgettable night of music, nostalgia, and purpose. This exclusive opportunity places you at the heart of the experience while showcasing your commitment to making a lasting difference.

- **Premier Festival Recognition**
 - Exclusive naming rights to the entire event
 - Opportunity for a company representative to give welcome remarks and introduce the band from the BIG Stage
 - Present awards to Big Sister and Big Brother of the Year
 - Verbal recognition throughout the event
- **Brand Visibility**
 - Top-tier logo placement across all event signage + digital promotions
 - Featured placement on the “Be Kind, Rewind” Sponsor Wall (prime positioning)
- **Content + Storytelling Opportunities**
 - Opportunity to film a short branded video prior to the show and onsite
 - Dedicated social media spotlight post + inclusion in event recap video
- **VIP Experience**
 - 30 event tickets including a private rooftop lounge for your team and guests + open bar access
- **Year-Round Love**
 - Recognition at additional BBBSBG events (Bowl for Kids’ Sake, Match events, etc.)
- **Bonus Perks**
 - Option to include branded item in guest experience on the Merch table
 - One team in the 2027 Bowl for Kids’ Sake Community Bowl
 - First right of refusal for 2027 Presenting Sponsorship

Friend of the Festival - \$10,000 - (3 Available)

An overarching event sponsorship with your company’s logo on all collateral for pre and post event!

Includes 20 tickets + Open Bar and Sponsor Lounge Access

- Prominent logo placement on-site with event signage, digital screens and throughout event spaces
- Verbal recognition at opening remarks and throughout the event
- Social media collaborated 90's post and logo
- Opportunity for a company representative to join media appearances
- Logo featured on the fundraising thermometer screens
- Sponsored social media post + pre/post event mentions
- Opportunity to film a branded video prior to the event
- Featured on Be Kind, Rewind Sponsor Wall
- Logo + link on event website
- 20 event tickets + open bar access
- First right of refusal for 2027 Sponsorship

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SAVED BY THE 90'S Band Sponsor- \$6,000 (1 Available)

“Saved By the 90’s presented by YOUR COMPANY”

Includes 18 tickets + Open Bar and Sponsor Lounge Access

Take center stage as the official sponsor of Saved By the 90’s, the high-energy live show that brings the soundtrack of the decade back to life. From singalong anthems to iconic throwback hits, this sponsorship puts your brand in front of the crowd during the most electric moments of the night.

As guests dance, sing, and relive their favorite memories, your company will be tied directly to the excitement and nostalgia that make Big in the Bluegrass unforgettable.

- Naming rights to the Saved By the 90’s live performance
- Social media collaborated 90's post and logo
- Logo featured prominently on/near stage screens and band signage
- Verbal recognition before and during the performance
- Opportunity for branded giveaway or crowd interaction before the show
- Premium visibility during one of the highest-attended portions of the event
- 18 tickets + open bar access
- Social media spotlight + promotional inclusion leading up to the event
- Featured on Be Kind, Rewind Sponsor Wall
- First right of refusal for 2027

Saved By the Match Sponsor (3 Available)- \$5,000

Includes 16 tickets + Open Bar and Sponsor Lounge Access

Become a Saved by the Match Sponsor and help double the impact of donations during our live appeal. Your support helps connect more children with caring mentors while putting your brand at the center of one of the most memorable moments of the night. Sponsorships are limited and offered on a first-come, first-served basis.

- Verbal recognition throughout the event
- Social media collaborated 90's post and logo
- Opportunity for a company representative to join the stage during the live match moment
- Recognition during the crowd engagement and fundraising challenge
- Prominent logo placement on event signage + digital screens
- Logo featured on the fundraising thermometer screens
- Featured on the “Be Kind, Rewind” Sponsor Wall
- Sponsored social media post + pre/post event mentions
- Opportunity to film a branded video prior to the event
- Logo + link on event website
- 16 event tickets + open bar
- First right of refusal for 2027 Sponsorship

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The Swag Tent Sponsor- \$5,000 (1 Available)

“The Swag Tent presented by YOUR COMPANY”

Includes 16 tickets + Open Bar and Sponsor Lounge Access

Be part of what guests take home as the Merch Market Sponsor, aligning your brand with the most tangible (and wearable) part of the experience. This activation keeps your presence going long after the final song ends.

- Branding at merch station
- Opportunity to co-brand select merch items (signed sponsorship by August 1, 2026)
- 16 tickets + open bar access
- Social media collaborated 90's post and logo
- Social media feature
- First right of refusal for 2027

The BIG Bite Sponsor- \$5,000 (1 Available)

Includes 16 tickets + Open Bar and Sponsor Lounge Access

As The Big Bite Sponsor, you'll be bringing guests together over great food and even better company. This high-traffic experience keeps your brand at the center of connection all night long.

- Branding throughout food area - *include food truck area and all food tents*
- Co-branded signage at food stations
- 16 tickets + open bar access
- Social media collaborated 90's post and logo
- Social + recap inclusion
- First right of refusal for 2027

Arcade Sponsor- \$4,000 (1 Available)

Includes 14 tickets + Open Bar and Sponsor Lounge Access

Level up as the Arcade Sponsor, where nostalgia meets nonstop fun. This interactive space draws guests in and keeps them engaged, creating a memorable experience tied directly to your brand.

- Branded gaming area
- High engagement + nostalgia factor
- 14 tickets + open bar access
- Social media collaborated 90's post and logo
- Social media inclusion
- First right of refusal for 2027

Contact

mdowney@bbbs-bluegrass.org

to become a sponsor



The BIG Bar Sponsor- \$2,500 (3 available)

The BIG Bar presented by YOUR COMPANY

Includes 10 tickets + Open Bar and Sponsor Lounge Access

Raise a glass as the Bar Sponsor, where a menu inspired by the 90's brings the nostalgia to life. As one of the most popular stops of the night, this activation keeps your brand at the heart of every throwback moment.

- Branding at bar / beverage stations
- Co-branded logo on koozies (if sponsorship contract completed by August 1, 2026)
- High-traffic, high-visibility activation
- 10 tickets + open bar access
- Social media collaborated 90's post and logo
- Social + onsite recognition
- First right of refusal for 2027

The Jam Lounge Sponsor- \$2,500 (1 Available)

Includes 10 tickets + Open Bar and Sponsor Lounge Access

Set the vibe as The Jam Lounge Sponsor, offering guests a place to relax, connect, and recharge. This laid-back space creates meaningful moments and a natural connection to your brand.

- Branded lounge seating area
- Great for guest photos + downtime
- 10 tickets + open bar access
- Social media collaborated 90's post and logo
- Social mention
- First right of refusal for 2027

AIM (Instant Messenger) Away Wall- \$1,600 (3 Available)

Includes 8 tickets + Open Bar and Sponsor Lounge Access

BRB... stepping into the AIM Away Wall, where guests can channel their best away messages and relive the glory days of instant messaging. This playful, nostalgic moment sparks connection, conversation, and plenty of shareable fun tied to your brand.

- Branded signage at activity
- Fun, repeat engagement with guests
- 8 tickets + open bar access
- Social media collaborated 90's post and logo
- Social mention
- First right of refusal for 2027

Contact
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to become a sponsor



90's Photo Booth Sponsor- \$2,000 (2 available)

"90's PHOTO EXPERIENCE PRESENTED BY YOUR COMPANY"

Includes 10 tickets + Open Bar and Sponsor Lounge Access

Step into the spotlight as the 90's Photo Experience Sponsor, powering one of the most fun, shareable moments of the night. This activation blends nostalgia and social buzz, putting your brand front and center in guest memories and photos—complete with those iconic, slightly awkward elementary school backdrops and classic JCPenney-style photo shoot vibes we all remember.

Think laser backgrounds, soft-focus glam, and poses that are just the right amount of cringe- in the best way possible.

- Branded items at the photo booth/backdrop (if applicable)
- Logo included on all shared photos
- 10 tickets + open bar access
- Social media collaborated 90's post and logo
- Social + recap inclusion
- First right of refusal for 2027

Silent Auction Tent Sponsor- \$3,500 (1 available)

Includes 10 tickets + Open Bar and Sponsor Lounge Access

You'll be all that and a bag of bids as the Silent Auction Sponsor! Get guests ready to battle it out for the ultimate throwback treasures. From nostalgic experiences to can't-miss items, your brand will be front and center during one of the most exciting and competitive parts of the night.

Whether guests are reliving the glory days of mall shopping or racing to outbid their friends before time runs out, this activation keeps your company top of mind from the first bid to the final countdown.

- Naming rights to the Silent Auction
- Branding throughout auction displays + mobile bidding platform
- Logo featured on silent auction signage and checkout area
- Verbal recognition during auction announcements
- Opportunity to include branded item/material in pickup area
- 12 tickets + open bar access
- Social media collaborated 90's post and logo
- Social media mention + recap inclusion
- First right of refusal for 2027

Contact

mdowney@bbbs-bluegrass.org

to become a sponsor



Spin the Bottle - \$1,600 (1 Available)

Includes 8 tickets + Open Bar and Sponsor Lounge Access

A ticket interactive ring toss-style game with 50+ bottles of wine and spirits for individuals to participate to win a bottle that they win!

- Interactive opportunity to take pictures with old school phones
- Phones feature recorded messages from Littles sharing how their mentors have impacted their lives
- 8 tickets + open bar access
- Social media collaborated 90's post and logo
- Social feature potential
- First right of refusal for 2027

Previously known as Table Sponsors...Introducing: Party Packs!

Party People Pack Sponsor(8 Tickets)- \$1,600

Grab your group and experience Big in the Bluegrass together! This package includes admission for eight (8) guests and full access to everything the night has to offer, including food, open bar, silent auction, arcade games, photo experiences, and a live performance by Saved By the 90's. Perfect for companies, friend groups, and supporters looking to enjoy an unforgettable throwback night together.

Your company name or logo will also be included in select event marketing materials, including recognition on our website, social media, and onsite during the event.

Party People Pack Sponsor (10 Tickets)- \$2,500

Grab your group and experience Big in the Bluegrass together! This package includes admission for ten (10) guests and full access to everything the night has to offer, including food, open bar, silent auction, arcade games, photo experiences, and a live performance by Saved By the 90's. Perfect for companies, friend groups, and supporters looking to enjoy an unforgettable throwback night together.

Your company name or logo will also be included in select event marketing materials, including recognition on our website, social media, and onsite during the event.

Contact

mdowney@bbbs-bluegrass.org

to become a sponsor

Big in the Bluegrass Sponsorship Agreement

Please fill out this form and email to Meredith Watts at mdowney@bbbs-bluegrass.org
or mail to

181 W. Lowry Ln. Lexington, Ky 40503

To pay online visit www.bbbs-bluegrass.org

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Company Contact: _____

Company Contact email: _____

I/We commit to sponsor Big in the Bluegrass at the following level:

- | | |
|---|--|
| <input type="radio"/> Presenting Title Sponsor- \$15,000 | <input type="radio"/> Band Sponsor - \$6,000 |
| <input type="radio"/> Saved By the Match Sponsor- \$6000 | <input type="radio"/> Merch Market Sponsor- \$5,000 |
| <input type="radio"/> The BIG BITE Sponsor- \$5,000 | <input type="radio"/> Arcade Sponsor- \$4,000 |
| <input type="radio"/> 90's Photo Booth Sponsor- \$4,000 | <input type="radio"/> Silent Auction Sponsor- \$3,500 |
| <input type="radio"/> BIG BAR Sponsor- \$2,500 | <input type="radio"/> The Jam Lounge Sponsor- \$2,500 |
| <input type="radio"/> AIM (Instant Messneger) Away Wall-
\$1,600 | <input type="radio"/> Throwback Phone Wall- \$1,600 |
| <input type="radio"/> Party People Sponsor (8 Tickets)
\$1,600 | <input type="radio"/> Party People Sponsor (10 Tickets)
\$2,500 |

I/We are unable to attend but would like to make the following donation:

\$1,000 \$500 \$250 \$100 Other \$

Payment Method: *Please check one*

- | | | |
|--|--------------------------------------|-----------------------------------|
| <input type="radio"/> Payment enclosed | <input type="radio"/> Please Invoice | <input type="radio"/> Credit Card |
|--|--------------------------------------|-----------------------------------|

Make checks payable to Big Brothers Big Sisters of the Bluegrass

Please be advised that there will be a 5% credit card fee for any payments made via credit card.