

15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities



September 9th, 2023

Glen Ellyn, IL

NEW LOCATION THIS YEAR!
Duane Street Public Parking Lot
West of Glen Ellyn Public Library



Benefiting: Bridge Communities

www.glenellynbackyardbbq.org



15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities



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 of nearly 70,000 square feet of festival footprint. We encourage facemasks when guests are not actively eating or drinking.

NEW LOCATION THIS YEAR! Duane Street Public Parking Lot, West of Glen Ellyn Public Library.

Bag Check at Entrances – All bags, coolers, and strollers will be safety checked at all entrances by CERT volunteers (Community Emergency Response Team) and Glen Ellyn Police will be on-hand throughout the day and evening.

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

Piglet Playland – Our beloved children's play area includes several social distance activities such as arts and crafts, single person games, and facemasks are always encouraged.

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.





15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities



Now in its 15th 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 \$60,000 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.



15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities



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



15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities



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



15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities



Liquid Libations Sponsor - \$5,000

- Logo placement on all event marketing materials, website, social media, press releases, event signage
- Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities websites, with links to sponsor websites
- Option to provide a video promoting your business and its support of BBQ to be featured in one day of dedicated posts on Facebook and Instagram (video due August 15)
- Company name and logo signage the day of the event, along with minimum of four company announcements from entertainment stage
- Exclusive signage on display at beer and wine trailers.
- Marketing booth space (10x10) provided to company or four BBQ t-shirts, five BBQ event hats, and four BBQ event drink cozies
- Post-event recognition in all press materials, social media, and websites
- Your sponsorship is a Tax Deductible donation

King of the Stage Sponsor - \$3,000 - SOLD

- 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

Custom Trophy Sponsor - \$1,500 - SOLD

- Logo placement on all event marketing materials, website, social media, press releases, event signage
- Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities websites, with links to sponsor websites
- Company logo incorporated onto the event trophy (typically on the back of the trophy)
- Company name and logo signage the day of the event, along with minimum of three company announcements from entertainment stage
- Exclusive signage on display with the day-of event trophy display.
- Marketing booth space (10x10) provided to company or two BBQ t-shirts and two BBQ event drink cozies
- Post-event recognition in all press materials, social media, and websites
- Your sponsorship is a Tax Deductible donation



15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities

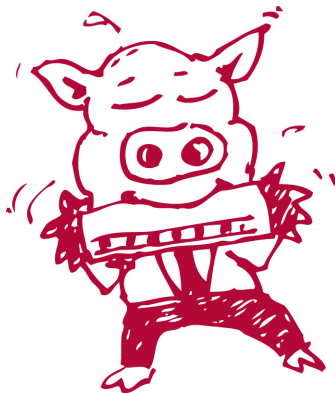


VIP Volunteer Luncheon Sponsor - \$1,500

- Logo placement on all event marketing materials, website, social media, press releases, and stage signage
- Company name and logo placement on Glen Ellyn Backyard BBQ and Bridge Communities and Glen Ellyn Backyard BBQ websites, with links to sponsor websites
- Company name and logo on signage the day of the event, along with a minimum of three company announcements from the entertainment stage.
- Exclusive signage at VIP Volunteer Luncheon Tent. Opportunity to speak during the Volunteer lunch.
- Inclusion of company materials (provided by company) in thank you letters sent to 100+ BBQ Volunteers
- Marketing booth space (10x10) provided to company or two BBQ t-shirts and two BBQ event drink cozies
- Post-event recognition in all press materials, social media, and websites
- Your sponsorship is a Tax Deductible donation

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

- 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



NEW LOCATION THIS YEAR!
Duane Street Public Parking Lot
West of Glen Ellyn Public Library





15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities



Backyard BBQ Festival Sponsors - \$995
(One month of housing for a homeless client family)

This Sponsorship is Available to Multiple Sponsors

Your \$995 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 \$995! 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

SOLD - Technology Sponsor - \$500

SOLD - Quench Your Thirst! Sponsor - \$500

SOLD - Safety and Sanitation Sponsor - \$500

SOLD - Hip, Hip, Hooray for Volunteers Sponsor - \$500

SOLD - People's Choice Best Sauce 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
 - Quench Your Thirst! - signage at soda and water tents
 - 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



15th Annual Glen Ellyn Backyard BBQ

2023 Sponsorship Opportunities

Sponsorship Form



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) \$ _____

Liquid Libations (\$5,000) \$ _____

King of the Stage (\$3,000) **(SOLD)**

Custom Trophy Sponsor (\$1,500) **(SOLD)**

VIP Volunteer Luncheon (\$1,500) \$ _____

Piglet Playland (\$1,500) **(SOLD)**

BBQ Festival Sponsorships (\$995 ea.) \$ _____

Prime Sponsorships (\$500 ea.) **(SOLD)**

Total Sponsorship Amount: \$ _____

NEW LOCATION THIS YEAR!
Duane Street Public Parking Lot
West of Glen Ellyn Public Library

☐ 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, 2022) for my full sponsorship of \$ _____
• **Payment must be made by September 1, 2023.**

☐ 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



NEW LOCATION THIS YEAR!
Duane Street Public Parking Lot
West of Glen Ellyn Public Library

Connecting Families Facing Homelessness to a Brighter Future



Bridge Communities is a dynamic, holistic, grassroots non-profit organization committed to transforming the lives of families facing homelessness 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

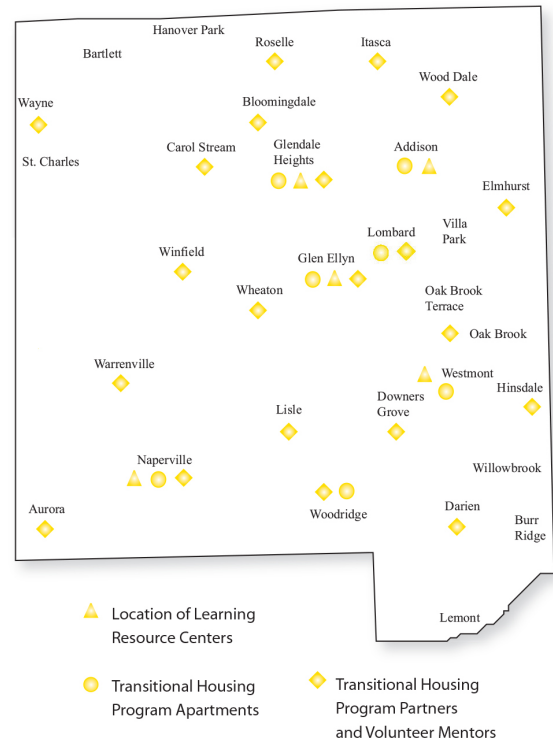
Bridge Communities has helped more than 950 families achieve self-sufficiency and permanent housing.

In 2022...

- 95 families were served (99 adults, 184 children)
- 43 clients landed full-time jobs
- 31 clients enrolled in college courses or vocational training
- 151 children received home visits from the children's team (virtual or in-person)
- 24 clients graduated

Achievements of 2022 Graduates

- 100% agreed their ability to communicate with and advocate for their children improved
- 92% of families secured permanent housing
- 100% reported they developed a Trusting Relationship with One Mentor
- 89% gained confidence in their ability to achieve their employment goals
- Median Debt moved from \$7,880 to \$2,739
- Median Income moved from \$2,307 to \$3,573
- Median Savings moved from \$0 to \$9,625



500 Roosevelt Road, Glen Ellyn, IL 60137

630-545-0610

Fax 630-545-0640

www.bridgecommunities.org

