



the big event

Community Through Service

Sponsorship Packet 2024

WHAT IS THE BIG EVENT?

The Big Event is the University of Oklahoma's official day of community service. We have been a mainstay at OU for 25 years, sending thousands of volunteers into the Norman and OKC communities annually. As a sponsor of The Big Event, you partner with the largest student-led community service event in the state of Oklahoma. Our sponsors play an indispensable role in our mission to serve, uplift, and inspire the communities in which we live.

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Jobsites

The Big Event strives to serve various community organizations - large and small, new and old. Every year we send our volunteers to over 200 community organizations.

5,500

Volunteers

We unite and send over 5,000 students, faculty, and staff to volunteer and say thank you by completing service projects at various community organizations.

7,400

Followers

Our social media reaches thousands of people in our local communities. In total, we have over 7,000 people following our social media platforms combined.

\$600,000

Saved

Our annual event and the efforts of our volunteers will save the Oklahoma organizations we work with more than \$600,000 in direct costs.



Norman Community Church of the Nazarene

Norman, OK

"Norman Community Church of the Nazarene has benefitted so much from your service and leadership in making Norman better! We love our relationship with OU and The Big Event!" - Brent Hardesty, Senior Pastor

Hope Chest OKC

Oklahoma City, OK

"Hope Chest OKC is so grateful to be a part of The Big Event! We always look forward to being able to get help doing some of our bigger projects around the warehouse. The teams are always fun, courteous and motivated!" - Dena Nason, Executive Director



Levels of Sponsorship

| | HAMMER SPONSOR \$500+ Donation  | RAKE SPONSOR \$1,000+ Donation  | SHOVEL SPONSOR \$3,000+ Donation  | LADDER SPONSOR \$5,000+ Donation  | WHEELBARROW SPONSOR \$15,00+ Donation  |
|--|--|--|--|--|---|
| Display of a link to your website on The Big Event website. | ✓ | ✓ | ✓ | ✓ | ✓ |
| A sponsorship sign that will be at all The Big Event promotional events. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to send a volunteer group to participate in The Big Event and serve on the day-of. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Your logo on 500+ large flyers placed around the OU campus and Campus Corner. | | ✓ | ✓ | ✓ | ✓ |
| Your logo on over 5,000 The Big Event volunteer and staff t-shirts. | | | ✓ | ✓ | ✓ |
| Your logo on the stage banner at the Opening Ceremony. | | | ✓ | ✓ | ✓ |
| Your logo on jobsite yard signs at over 100 different locations across Norman/OKC. | | | ✓ | ✓ | ✓ |
| Opportunity for promotional items to be included in gift bags given to 250 volunteers on the day of The Big Event. | | | | ✓ | ✓ |
| Social media highlights and shout-outs to 7000+ of followers on The Big Event social media platforms. | | | | ✓ | ✓ |
| Title Sponsorship of The Big Event (The University of Oklahoma's The Big Event presented by "YOUR NAME HERE"). Titles will be granted on a first-come, first-served basis. | | | | | ✓ |

FOR MORE INFORMATION ABOUT HOW YOU CAN SUPPORT THE BIG EVENT, ASK US ABOUT OUR ENDOWMENT PACKET.

Sponsorship Enhancements

The Big Event seeks direct sponsorship for Awareness Week and Block Party. Sponsors must be Shovel Sponsor level or higher, contributing \$1000 per event in addition to the initial donation. Availability is first-come, first-served, with enhanced publicity and promotions as detailed below.

Awareness Week

What Is It?

- Week-long event in March promoting volunteer registration
- Daily tabling events and prize giveaways
- Largest PR campaign to historically double volunteer count

What Do You Receive?

- Title Sponsor: “Awareness Week, Sponsored by [Your Company’s Name]”
- Showcased on 130 staff-worn shirts and to 3000 Instagram followers
- Directly support the cost of Awareness Week shirts and promotional items

Block Party

What Is It?

- Held in March on OU’s South Oval as final volunteer registration push
- Features OU Spirit, live music, raffles, and free food
- Allows student organizations and local non-profits to showcase their mission

What Do You Receive?

- Title Sponsor: “The Big Event Block Party sponsored by [Your Company’s Name]”
- Showcased to 500+ attendees and to 3000 Instagram followers
- Opportunity to table at Block Party and raffle a company gift basket
- Directly support event activities



WHAT CAN YOU DO?

The Big Event relies on the generous support of companies and organizations that share our values and our heart for serving the community. Our major costs include supplies for our jobsites, volunteer T-shirts, and volunteer engagement efforts.

We gratefully accept cash donations as well as in-kind donations. Through the OU Foundation's 501(c)(3) status, all donations (monetary and in-kind) are tax-deductible.

A unique marketing opportunity is available through your donation. Most notably, we eagerly leverage our various resources to recognize our sponsors for their support. The Big Event is eager to utilize our campus, community, and online presence to recognize our sponsors. We offer comprehensive promotional opportunities on the University of Oklahoma campus, throughout the Norman and Oklahoma City areas, on our website, and on our social media platforms.

We invite you to thoughtfully consider what your company or organization is able to contribute and which promotional opportunities best suit your interests. In late April, all sponsors will receive an impact report outlining the ways in which their gift supported The Big Event in 2024.

Contact us

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WEBSITE: bigevent.ou.edu

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Conoco Student Leadership
Wing, Norman, OK 73019-4054



VICE CHAIR OF SPONSORSHIP
Nick Lamis (682) 319-7672
nicholas.e.lamis-1@ou.edu



@OUBIGEVEN

Follow us to see updates and keep up with what we're doing in the community!



THE BIG EVENT SPONSORSHIP CONTRACT



BUSINESS NAME _____

CONTACT PERSON _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX NUMBER _____

EMAIL ADDRESS _____

☐ **Yes! I agree to sponsor the University of Oklahoma's The Big Event and have indicated the level of sponsorship below.**

☐ I wish to be a **WHEELBARROW** sponsor (\$15,000+) and agree to donate to the following:
\$ _____ cash or check donation (\$15,000+)
\$ _____ in materials or supplies (please describe) _____

☐ I wish to be a **LADDER** sponsor (\$5,000+) and agree to donate to the following:
\$ _____ cash or check donation (\$5,000+)
\$ _____ in materials or supplies (please describe) _____

☐ I wish to be a **SHOVEL** sponsor (\$3,000+) and agree to donate to the following:
\$ _____ cash or check donation (\$3,000+)
\$ _____ in materials or supplies (please describe) _____

☐ I wish to be a **RAKE** sponsor (\$1,000+) and agree to donate to the following:
\$ _____ cash or check donation (\$1,000+)
\$ _____ in materials or supplies (please describe) _____

☐ I wish to be a **HAMMER** sponsor (\$500+) and agree to donate to the following:
\$ _____ cash or check donation (\$500+)
\$ _____ in materials or supplies (please describe) _____

☐ I wish to be the **BLOCK PARTY** sponsor (\$1,000) and agree to donate to the following:
\$ _____ cash or check donation (\$500+)
\$ _____ in materials or supplies (please describe) _____

☐ I wish to be the **AWARENESS WEEK** sponsor (\$1,000) and agree to donate to the following:
\$ _____ cash or check donation (\$500+)
\$ _____ in materials or supplies (please describe) _____

Printed Name: _____ Date: _____

Signature: _____

Please make checks payable to OU foundation Fund #33660, Memo: The Big Event. Mail this form to OU Student Affairs, 900 Asp Ave, Ste. 365, Norman, OK 73019-4054. If you have any questions please contact us at bigevent@ou.edu or call us at (405) 325-7912, You may also contact Nick Lamis, Vice Chair of Sponsorship, directly at nicholas.e.lamis-1@ou.edu. The University of Oklahoma is an Equal accommodations on the basis of disability, please call (405) 325-7912.