

Big Brothers Big Sisters
OF SOUTHEAST MICHIGAN

BIG DRAFT

WATCH PARTY



THURSDAY
APRIL 25
4:00-10:00 PM

Big Brothers
Big Sisters®

OF SOUTHEAST MICHIGAN

at Comerica Park
Detroit, Michigan



BBBSoutheastMI.org
(734) 975-0933

IN
PARTNERSHIP
WITH **HOUR**
MEDIA



JUMP TO:

THE GAME PLAN

Pg. 2

Check out exclusive Draft Day perks!

INDIVIDUAL TICKETS

Pg. 3

Score your seat at this once-in-a-lifetime event!

PARTNER PACKAGES

Pg. 4

Save BIG on groups of tickets for your team and clients!

SPONSORSHIPS

Pg. 5

Support one-to-one mentorships and put your brand center field.



The Mission of Big Brothers Big Sisters of Southeast Michigan is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

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Let's Get Started!

Questions?

Contact Anne Marie Veneroni, BBBS Events & Corporate Relations Manager:

📞 734-236-9715

✉ annemariev@bbbssoutheastmi.org

🌐 bbbssoutheastmi.org/bigdraft

THE GAME PLAN

MAKE THE BIG DRAFT WATCH PARTY YOUR DRAFT DAY HOME BASE!

The NFL Draft in Detroit promises to be the biggest event to hit the Motor City in 2024! Join us April 25th from 4-10 pm for the Big Draft Watch Party at Comerica Park - exclusive access, fun atmosphere, and meaningful impact.

DRAFT PARTY PERKS:



Game-Day Eats and Drinks: Fuel up on ballpark fare and ice-cold refreshments.



Mingle with the Greats: Catch autographs and snap pics with sports figures. (Who will it be this year?)



Home Base Headquarters: Stay close to the action while giving your team a place to relax and refuel at The Beer Hall, Tiger Den, and Brushfire Grill - your personal haven in the heart of the action.



Enjoy an Unbeatable View: Watch the official NFL Draft unfold on TVs throughout the venue.



All-day parking: Park stress-free and explore Detroit before joining the party. Included with Sponsorships, or available a la carte with tickets and packages.



Giant games and fun: Challenge your friends to oversized Jenga and Connect Four, or test your arm with a football toss.



VIP access: Score exclusive tours and photo ops on the field or in the stands! Included with Sponsorships, or available a la carte with tickets and packages.

MAKING A DIFFERENCE:



- **Hear inspiring stories:** Connect with Bigs, Littles, and BBBS leadership about the impact you make.
- **Network with fellow sponsors:** Build relationships and champion the BBBS mission together.
- **Be part of something bigger:** Witness the excitement of the draft while supporting the BBBS Mission.



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Pg: 3 | Big Draft Watch Party

INDIVIDUAL TICKETS

DRAFT DAY MAGIC FOR A CAUSE: THE BIG DRAFT WATCH PARTY!

Join us for the ultimate NFL Draft experience at Comerica Park, benefiting Big Brothers Big Sisters of Southeast Michigan. Witness the future stars of the league unveiled while making a direct impact on the lives of local youth.

YOUR TICKET UNLOCKS:

- Exclusive access to the iconic Comerica Park, home of the Detroit Tigers!
- Prime field-level views of the Big Screen for the draft broadcast.
- Delicious ballpark fare & ice-cold refreshments to fuel your draft day spirit.
- Interactive games & activities for non-stop draft excitement.
- The chance to connect with fellow fans and supporters while making a difference.

À LA CARTE ADD-ONS

- Parking Pass: \$75
Logistics can be a nuisance. All sponsorship levels come with a set # of complimentary all-day parking passes at the Tigers Deck Parking Structure. Parking passes only sold with event tickets. Limit 1 pass per ticket. Don't delay, spots are limited!*
- Comerica Park Tour: \$50
Get a behind the scenes look at Comerica Park through an exclusive guided tour.

INDIVIDUAL TICKETS: \$500

Or score a deal on multiple tickets with a *partner package*.

Remember, every touchdown counts! All proceeds support Big Brothers Big Sisters of Southeast Michigan.

Book your tickets today and get ready to huddle up for an unforgettable Draft experience!



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Pg: 4 | Big Draft Watch Party

PARTNER PACKAGES

SCORE BIG AT THE BIG DRAFT WATCH PARTY!

Don't just watch the Draft, experience it with your team! Transform your Watch Party into a strategic networking or team-building event while supporting Big Brothers Big Sisters of Southeast Michigan. **Choose your perfect package below.**

Discover what's included in each ticket & explore your à la carte add-on options on [Page 3: Individual Tickets!](#)

THE HUDDLE UP CREW: \$3,500

10 Tickets | Save \$150/person!

This intimate group is perfect for small businesses or tight-knit teams. Get in the huddle and strategize your draft picks together!

THE BLITZ BUNCH: \$7,500

25 Tickets | Save \$200/person

Feeling like an offensive juggernaut? This package is for you! Get ready to blitz the competition (and the buffet) with your crew.

THE END ZONE ENTOURAGE: \$12,500

50 Tickets | Save \$250/person

Go big or go home! This package is ideal for large companies or groups looking to make a statement. Celebrate touchdowns (and networking wins) in style at the iconic Comerica Park.

THE GRIDIRON GANG: \$20,000

100 Tickets | Save \$300/person

You're the ultimate football fan (and philanthropist)! This package is for those who want to dominate the draft party scene and make a real impact for Big Brothers Big Sisters.

By choosing the "Partner" package, you're not only investing in a unique experience, but also making a BIG impact by supporting one-to-one mentorship in Southeast Michigan.



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SPONSORSHIP OPPORTUNITIES

BE A GAME CHANGER FOR YOUNG FUTURES!

Invest in youth while celebrating the NFL Draft! Join us for the Big Draft Watch Party at Comerica Park - exclusive access, fun atmosphere, and meaningful impact.

GENERAL SPONSORSHIP PERKS

- Signage at the event
- Website, newsletter & social media promotion
- Inclusion in the BBBS Annual Report
- Unlimited food and beverages for guests

BIG PRESENTING SPONSOR: \$50,000

Own the field – become the single Presenting Sponsor of this exclusive draft night celebration!

- 50 tickets to the event
- Up to 25 all-day parking passes in the Tigers parking garage
- Comerica Park Perks: Stadium tour for your group (includes locker rooms, dugout, home plate and pitching mound photo opportunities)
- Name and/or logo placement on all collateral as Presenting Sponsor
- Name and/or logo placement on Autograph Book / Program
- Recognition as Presenting Sponsor in press release and in radio promotion across Southeast Michigan
- Option to speak during event program
- Post-event web and social media-ready collateral to share
- All general sponsorship perks

BIG LEGENDS SPONSOR: \$35,000

Sponsor the exclusive autograph station and meet the stars alongside your brand.

- 30 tickets to the event
- Up to 15 all-day parking passes in the Tigers parking garage
- Comerica Park Perks: Stadium tour for your group (includes locker rooms, dugout, home plate and pitching mound photo opportunities)
- Name and/or logo placement near autograph stations and stage
- Name and/or logo placement on Autograph Book/Program
- Post-event photos
- All general sponsorship perks

BIG BUFFET SPONSOR: \$20,000

Fuel the fun and be the MVP of taste: Partner with BBBS as a Big Buffet Sponsor!

- 20 tickets to the event
- Up to 10 all-day parking passes in the Tigers parking garage
- Comerica Park Perks: Stadium tour for your group (includes locker rooms, dugout, home plate and pitching mound photo opportunities)
- Name and/or logo placement on buffet tables
- Name and/or logo placement on Autograph Book / Program
- Post-event web and social media-ready collateral to share
- All general sponsorship perks



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SPONSORSHIP OPPORTUNITIES

BE A GAME CHANGER FOR YOUNG FUTURES!

BIG GAMES SPONSOR: \$15,000

Light up the Fly Ball Ferris Wheel and ignite the fun with games at the Big Draft Watch Party.

- 15 tickets to the event
- Up to 8 all-day parking passes in the Tigers parking garage
- Name and/or logo placement near The Fly Ball Ferris Wheel and in the covered outdoor game area
- Comerica Park Perks: Photo opportunity from the stands inside Comerica Park
- All general sponsorship perks

BIG DRINK SPONSOR: \$10,000

Cheers to you! Be the toast of the town with naming rights for a Big Draft Watch Party Cocktail!

- 10 tickets to the event
- Up to 6 all-day parking passes in the Tigers parking garage
- Comerica Park Perks: Photo opportunity from the stands inside Comerica Park
- Naming rights for one of the event's signature cocktails
- All general sponsorship perks

BIG PARKING SPONSOR: \$7,500

Score prime parking for your brand and the fans: Get front-row exposure as a Big Parking Sponsor.

- 8 tickets to the event
- Up to 4 all-day parking passes in the Tigers parking garage
- Name and/or logo placement near parking gate
- All general sponsorship perks

BIG PHOTO BOOTH SPONSOR: \$5,000

Tag yourself in Big Fun! Power the digital memories as the Big Photo Booth Sponsor.

- 5 tickets to the event
- Up to 2 all-day parking passes in the Tigers parking garage
- Name and/or logo placement near the photo booth
- All general sponsorship perks

BIG MATCH SPONSOR: \$2,500

Be an MVP: Sponsor 2 Big/Little Matches for a once-in-a-lifetime night to remember.

- 4 donated tickets for use by 2 Big/Little Matches
- Up to 2 all-day parking passes in the Tigers parking garage
- All general sponsorship perks

BIG BIG SPONSOR: \$1,000

Double the fun, double the impact. Help recruit new volunteers in a BIG way.

- 2 tickets for one current Big and one prospective Big
- 1 all-day parking pass in the Tigers parking garage
- All general sponsorship perks

PLEASE PRINT:

Business/Organization _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Email _____

*Please print business/organization name as you wish it to appear on promotional materials.
All sponsorship commitments and logos must be received by April 17th to receive full sponsorship benefits.*

LEVEL OF SPONSORSHIP:

- Big Presenting Sponsor** | \$50,000
- Big Legends Sponsor** | \$35,000
- Big Buffet Sponsor** | \$20,000
- Big Games Sponsor** | \$15,000
- Big Drink Sponsor** | \$10,000
- Big Parking Sponsor** | \$7,500
- Big Photo Booth Sponsor** | \$5,000
- Big Match Sponsor** | \$2,500
- Big BIG Sponsor** | \$1,000
- Add _____ Individual Ticket(s)** | \$500 Ea

TICKET PACKAGES:

- The Huddle Up Crew:** \$3,500
10 Tickets | Save \$150/person!
- The Blitz Bunch:** \$7,500
25 Tickets | Save \$200/person
- The End Zone Entourage:** \$12,500
50 Tickets | Save \$250/person
- The Gridiron Gang:** \$20,000
100 Tickets | Save \$300/person

À LA CARTE:

- Add _____ Parking Pass(es)** | \$75 Ea
 - Add _____ Tour(s)** | \$50 Ea
- Minimum of 1 ticket per purchased per parking pass and/or Comerica Park tour.*

Check Enclosed (made payable to Big Brothers Big Sisters of Southeast Michigan) Please Invoice

Charge My Credit Card
 Visa MasterCard American Express Discover

Name on Card _____

Card # _____ Exp. Date _____ Security Code _____

Signature _____



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SERVING MACOMB, OAKLAND, WASHTENAW AND WAYNE COUNTIES

