



**Become a young person's **biggest fan**.**

In the world of sports and champions, mentoring plays a pivotal role. Showing up for our community's young people can change the trajectory of their lives to create more Tamika Catchings, DeForest Buckners, Caitlin Clark, Tyrese Haliburtons, Leketor Member-Menehs, Jack Blakes, and many more shining stars. On the field, on the court, and side by side, players mentor and inspire each other. Just like Bigs and Littles.

**Big Brothers Big Sisters of Central Indiana is calling on all Indiana sports franchises to launch Big Sports to empower more young people to be inspired through sports!**

## THE GAME PLAN

1

### Draft Your Pick

Pick a month during which we can partner!

2

### Game Day

Donate ~50 tickets during their chosen month for our newest Bigs and Littles.

3

### Get Loud

Use our platforms to co-brand and share our partnerships.

## OPTIONAL FREE AGENT PICK-UPS:

**TEAM CAPTAIN** – Player serves as the local face and champion of mentoring

**TEAM GEAR** – Co-branded team x BBBSCI gear

**GAMEDAY FUEL** – Food & drink vouchers for new Bigs & Littles to fuel up during the game

**HUDDLE UP** – BBBSCI joins a huddle of staff and/or players to speak to the importance of mentorship

**GET EVEN LOUDER** – Co-branded social media promotion, in-game announcements, & program advertisements



# KEY EVENTS FOR BIG SPORTS AFFILIATES

## Indy Shines

BBBSCI's largest public event, The Main Event: Indy Shines on September 18, 2025, at Fishers Event Center featuring celebrity speaker, Tamika Catchings.

## Big Celebration

Our biggest annual celebration for Bigs, Littles, and their families to take place in the early summer of 2026 at the Children's Museum Riley Children's Health Sports Legend Experience.

## The Big Spark

An evening in January 2026 that inspires and ignites the passion of volunteering and mentorship in community members throughout Central Indiana.



## SIGNING BONUSES

### PROMOTION

Through social media, advertisements, website, and other options

### FEATURED

In the agency's Annual Report and mobile app

### ALIGNMENT

In your commitment to your local community and its kids

## MENTOR LIKE A CHAMPION



\*Disclaimer: This is a mock-up of a billboard, not an accurate depiction of exactly what advertisements will look like.

