



2022

MAJOR EVENTS SPONSORSHIP

Thank you! Your sponsorship supports the Barber National Institute as we make dreams come true for more than 5,400 children and adults with autism, intellectual disabilities and behavioral health challenges.



SOCIAL MEDIA PRESENCE

BARBER NATIONAL INSTITUTE

Facebook Followers - 15.2k
Facebook Reach per Month - 87.4k
Instagram Audience - 1.5k
LinkedIn Followers - 5k

BARBER BEAST ON THE BAY

Facebook Followers - 11k
Facebook Reach per Month - 67.7k
Instagram Audience - 1.3k
TikTok Monthly Post Views: 5K



Learn more about our events & sponsorship opportunities at [BARBERINSTITUTE.ORG/EVENTS](https://www.barberinstitute.org/events).

FOR MORE INFORMATION

(814) 874-5802 • BNIEVENTS@BARBERNI.ORG

ALL SPONSORSHIPS SHOULD BE MADE PAYABLE TO:
DR. GERTRUDE A. BARBER FOUNDATION



A SPECIAL THANK YOU TO ALL OF OUR 2024 EVENT SPONSORS



ART SHOW & SALE

In-Person | April 24 - 28, 2025



EVENT STATISTICS

Event Attendance

Artists - 250+
Pieces Exhibited - 441
Pieces Sold - 160

Sponsor logos will be prominently displayed on website, emails and print materials.

Online Presence on Website

Show Page Visits - 5,800+

Email Blasts

Emails sent yearly - 12
Avg. Email List Size - 1,300

Print Materials

All sponsors committed by **January 24** will be included materials, mailed to over 3,000 local artists, galleries, schools and friends of the arts.

OPPORTUNITIES

Naming Rights Sponsor - \$7,500

Brand this event with your company name! Prominent recognition at the top of every page on our sale platform and all other marketing.

Donor Debut Sponsor - \$5,000

Brand the in-person event when artists and supporters enjoy a sneak peek before the galleries open to the public. Prominent recognition at the event.

Juried Awards Sponsor - \$3,000

Your company's logo will take the main stage as artists are recognized and presented with their awards.

Call for Entries Sponsor - \$2,000

Prominent recognition as the Call for Entries sponsor prior to the show on all entry forms - online and in print! Sponsor must be committed by **January 24**.

SHILLELAGH GOLF TOURNAMENT

June 12, 2025

EVENT STATISTICS

Event Attendance

Golfers - 170+
Volunteers - 30+

Online Presence

Website Pageviews - 1,500+

Email Blasts

Emails sent yearly - 10
Avg. Email List Size - 305



OPPORTUNITIES

SPONSORSHIPS THAT INCLUDE A FOURSOME:

Dinner Sponsor - \$6,000 - recognition given at dinner, logo displayed on every guest table during dinner

Lunch Sponsor - \$3,000 - recognition given at lunch & on every guest table during lunch

Dinner Raffle Sponsor - \$2,500 - logo displayed at raffle tables & on every guest table

Super Raffle Sponsors - \$2,500 - logo displayed at super raffle table & on every guest table

Coffee Kick-Off Sponsor - \$2,000 - logo displayed on every guest table during breakfast time

Snack Sponsor - \$2,000 - banner on beverage & snack carts circulating all day on the course

Cart Sponsor - \$2,000 - sign with logo inside each golf cart

Driving Range Sponsor - \$1,500 - 3'x2' sign at the driving range

Putting Green Sponsor - \$1,500 - 3'x2' sign at the putting green

Par 3 Challenge Sponsors - \$1,500 - sign at each Par 3 Challenge throughout the course

Team Sponsors - \$850 - 3' x 2' course sign

SPONSORSHIPS THAT DO NOT INCLUDE A FOURSOME:

Shillelagh Sponsors - \$500 - 3' x 2' course sign

Hole Sponsors - \$300 - 2' x 1.5' course sign

Sponsorships \$1,500 and above will have their logo included on our website, in all email blasts, in dinner program, and printed on a course sign.

BARBER BEAST ON THE BAY

September 6, 2025



At its conception in 2013, the Beast on the Bay was just a crazy idea with no benchmark of potential success. Now **12** years later, this unique event has brought over **10,000** participants to Erie from **38** states and **4** countries since its start. With the continuous support of participants, volunteers, sponsors and everyone in between, we've been able to grow the Beast in a way we never thought possible. Your sponsorship will promote this growth in our community for years to come. Help us make our 12th year one to remember!

EVENT STATISTICS

Event Attendance

10-Mile Participants - 1,300+
Adapted Course Participants - 100+
Volunteers - 200+
Sponsors - 30+

Online Presence

Website Pageviews - 136,000+

Email Blasts

Emails sent yearly - 30
Avg. Email List Size - 1300

Print Materials

Banners & obstacle signage viewed by over 2,000 participants, volunteers and spectators.

These must be committed by August 1, see BarberBeast.org for more sponsor benefits.

OPPORTUNITIES

INCLUDES TEAM OF 10:

Participant Shirt Sponsor - \$12,000 - logo printed on the t-shirt given to all 1,300+ participants

Participant Medal Sponsor - \$10,000 - logo printed on the ribbon of the medal given to all 1,300+ participants

10-Mile Course Map Sponsor - \$10,000 - logo printed on the map given & displayed for all 1,000+ participants

INCLUDES TEAM OF 7:

Adapted Course Sponsor - \$7,500 - logo printed on Start Line banner in the Adapted Course

Beast Crew Sponsor - \$7,500 - logo on all 200+ volunteer shirts & other instructional materials **(2 AVAILABLE)**

Cheer Zone Sponsor - \$7,500 - logo printed on a sign at each cheer zone station on the course

INCLUDES TEAM OF 5:

Power Up Electrolyte Sponsor - \$5,000 - logo printed on sign at each nutrition station on the course

Photo Booth Sponsor - \$5,000 - logo printed on the photo booth backdrop used by participants, volunteers & spectators

'The Beast' Sponsor - \$5,000 - logo printed on the Beast mascot's t-shirt which is worn at all promotions and at the event

Beast Builder Sponsor - \$5,000 - logo printed on the Beast Builder's t-shirt which is worn at all promotions and at the event

GENERAL SPONSORSHIP

Supporting Sponsor - \$2,500 - logo on 3' x 2' obstacle sign
(UNLIMITED AVAILABLE)

Water Station Sponsor - \$2,000 - logo on 3' x 2' water station sign
(6 AVAILABLE)

Friends of the Beast Sponsor - \$1,000 - logo on website & banners
(UNLIMITED AVAILABLE)



LADIES ONLY LUNCHEON

November 22, 2025

OPPORTUNITIES

Diamond Sponsor - \$5,000 and up

Emerald Sponsor - \$3,000 - \$4,999

Garnet Sponsor - \$1,000 - \$2,999

These sponsorships include:

- Guest admissions (Diamond: 5, Emerald: 3, Garnet: 2)
- Recognition and logo on invitation, program and all printed materials
- Private shopping before event begins
- Your logo and sponsorship published on our web page and social media with a link to your website
- A photo opportunity following the luncheon
- Signage with logo at the event
- Framed student artwork for display in your business

Business Sponsor - \$250 - \$999

- One guest admission (\$75 value)
- Acknowledgment in the program book
- Your name listed on our web page



This event consistently sells out. If interested, act quickly.

EVENT STATISTICS

Event Attendance

Guests - 375

Sponsors - 15+

Attendees include women business and community leaders from across the Erie region.

Email Blasts

Emails sent yearly - 5

Avg. Email List Size - 365

Online Presence

Website Pageviews - 1,000+

Sponsors are showcased on the online basket raffle platform.

Print Materials

Invitation sent to list of over 870 contacts

BARBER CHRISTMAS BALL

December 13, 2025



EVENT STATISTICS

Event Attendance

Guests - 1,200+

Sponsors - 45+

All of our sponsorship levels include your logo prominently displayed to business leaders, donors and friends of the Barber community on the night of the event.

Online Presence

Website Pageviews - 7,800+

Email Blasts

Emails sent yearly - 5

Avg. Email List Size - 1,100

Print Materials

Accessible to over 1,000 guests and volunteers at the event.

OPPORTUNITIES

Diamond Sponsor - \$10,000

A table of ten with preferred placement at the event, website promotion, inclusion in digital program, recognition at the event and featured sponsorship (band, centerpieces, food or dessert table).

Gold Sponsor - \$5,000

A table of ten with preferred placement at event, website promotion, inclusion in digital program and recognition at the event.

Emerald Sponsor - \$2,500

Includes four reservations, website promotion, inclusion in digital program and recognition at the event.

Garnet Sponsor - \$1,000

Includes two reservations, website promotion, inclusion in digital program and recognition at the event.