



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

 @BarberNationalInstitute  
@BarberBeastontheBay

 @barbernationalinstitute  
@beastonthebay

 Barber National Institute



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](mailto: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





## NEW ART INITIATIVES

EXCITING NEWS ABOUT A NEW FOCUS FOR BARBER NATIONAL INSTITUTE'S ADULT ART PROGRAM.

**COMMUNITY-BASED ART PROGRAM - COMING SOON!** We're developing an exciting new community-based arts program for our adults that will connect them to a larger community of artists, art forms and opportunities for self-expression and vocation. As the program develops, financial support will be essential. If this sounds of interest to you, and you want to support the foundation of this new program, contact Andrea Krivak, 814-874-564. **Stay tuned** for updates on our evolving art initiatives – we can't wait to share this next chapter with you!

# 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:

- TAKEN** ~~Dinner Sponsor - \$6,000~~ - recognition given at dinner, logo displayed on every guest table during dinner
- TAKEN** ~~Lunch Sponsor - \$3,000~~ - recognition given at lunch & on every guest table during lunch
- TAKEN** ~~Dinner Raffle Sponsor - \$2,500~~ - logo displayed at raffle tables & on every guest table
- TAKEN** ~~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
- TAKEN** ~~Cart Sponsor - \$2,000~~ - sign with logo inside each golf cart
- TAKEN** ~~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 - **TAKEN**

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

~~10-Mile Course Map Sponsor - \$10,000~~ logo printed on the map given to all 1,300+ participants - **TAKEN**

### INCLUDES TEAM OF 7:

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

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

### INCLUDES TEAM OF 5:

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

~~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 - **TAKEN**

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

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

### 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 (**4 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.