

# BEAR-Y <sup>The</sup> BIG RACE TO \$100,000!

*What*

BEAR's first-ever digital "fund-racing" event, where YOU are in the driver's seat to help determine the winner! **This fundraiser will take the place of Clays for Kids 2020**, which, for the safety of our participants, has been postponed until 2021.

*Why*

To put it simply: **abused and neglected children depend on BEAR**. COVID-19 has decimated so many industries and jobs, and has left families and children to struggle more than ever before. Through your contribution, you will help ensure that we at BEAR are still able to supply these families and children with essentials they deserve to have access to not just today or during these uncertain times, but every day.

*Who*

Five different teams that have faithfully supported our Clays for Kids event over the years will "fund-race" against one another to see who can raise a minimum of \$20,000 for BEAR! The winning team will be announced on Facebook Live on the evening of Wednesday, October 21st. This year's teams, and bios, are listed online!

*When*

The BEAR-Y Big Race will officially launch on **Friday, August 21st**, and will conclude on the evening of **Wednesday, October 21st**, on Facebook live!

*How*

Sharing online and word of mouth! Through media channels like Facebook, Instagram, and Constant Contact, weekly race updates will be distributed to all of BEAR's donors, as a way to engage the audience in this digital race. This type of event not only garners competition, but is also an organic and fun way to expand BEAR's mission with more of the community! Different levels of participation will be available (see next pages) for this event. **A general ticket to the event is \$100** and includes one raffle ticket and access the digital event space to participate in the silent auction.

**BEAR...BE A RESOURCE FOR CPS KIDS - (713)-274-9858 - BEARHOUSTONINFO@GMAIL.COM**

[HTTPS://BEARESOURCEHOUSTON.ORG/EVENTS/THE-BEAR-Y-BIG-RACE-TO-100000/](https://BEARESOURCEHOUSTON.ORG/EVENTS/THE-BEAR-Y-BIG-RACE-TO-100000/)

P.O. Box 1098, Houston, TX 77227

 /BEARResourceforCPSKids

 @BEARhouston

 @BEARResource

# The BEAR-Y BIG RACE TO \$100,000!



## PARTICIPATION LEVELS

### *\$20,000 Front of the Pack Fund-Racer™*

- Name/company added to the event title
- Recognition in weekly social media and e-newsletter blasts
- Recognition in any event-related press releases
- Name/company logo added to all signage displayed during the live-stream event on 10/21
- Access to digital event, which includes the raffle and silent auction
- 25 raffle tickets (valued at \$50/each)
- 25 digital meal vouchers to redeem at any Burger Joint location
- Customized dessert and 'swag bag' delivered to your door to share with your team on the night of the event

### *\$70,000 Finish Line Fund-Racer™*

- Recognition in weekly social media and e-newsletter blasts
- Recognition in any event-related press releases
- Name/company logo added to premier signage displayed during the live-stream event on 10/21
- Name/company logo added to the event program sent digitally to all participants and/or BEAR donors
- Access to digital event, which includes the raffle and silent auction
- 15 raffle tickets (valued at \$50/each)
- 15 digital vouchers to redeem at any Burger Joint location

### *\$7,500 Flag-Finish Fund-Racer™*

- Recognition in weekly social media and e-newsletter blasts
- Recognition in any event-related press releases
- Name/company logo added to exclusive signage displayed during the live-stream event on 10/21
- Name/company logo added to the event program sent digitally to BEAR's donor database
- Access to digital event, which includes the raffle and silent auction
- 5 raffle tickets (valued at \$50/each)
- 5 digital meal vouchers to redeem at any Burger Joint location

### *\$75,000 Fast & Furious Fund-Racer™*

- Recognition in weekly social media and e-newsletter blasts
- Recognition in any event-related press releases
- Name/company logo added to exclusive signage displayed during the live-stream event on 10/21
- Name/company logo added to the event program sent digitally to all participants and/or BEAR donors
- Access to digital event, which includes the raffle and silent auction
- 20 raffle tickets (valued at \$50/each)
- 20 digital meal vouchers to redeem at any Burger Joint location
- Customized dessert delivered to your door to share with your team on the night of the event

### *\$5,000 Fueled-Up Fund-Racer™*

- Recognition in weekly social media and e-newsletter blasts
- Recognition in any event-related press releases
- Name/company logo added to signage displayed during the live-stream event on 10/21
- Name/company logo added to the event program sent digitally to all participants and/or BEAR donors
- Access to digital event, which includes the raffle and silent auction
- 10 raffle tickets (valued at \$50/each)
- 10 digital meal vouchers to redeem at any Burger Joint location

### *\$700 Fired-Up Fund-Racer™*

- 1 raffle ticket and digital access to the event

#### *Raffle tickets for a digital event? Tell me more!*

Upon purchasing any of the above listed sponsorship levels, a BEAR Event staff member will be in touch with you to discuss your raffle tickets. Photographic evidence will be provided by BEAR Event staff to show that the tickets have been entered in the raffle, taking place on the evening of 10/21. All raffle winners will be announced on the live-stream, and will be contacted by BEAR Event staff following the conclusion of the event. If the raffle item requires additional instructions, a BEAR Event staff member will provide all necessary details. If you have any questions, kindly contact BEAR at [bearhoustoninfo@gmail.com](mailto:bearhoustoninfo@gmail.com) or (713)-274-9858.

# The BEAR-Y BIG RACE TO \$100,000! UNDERWRITING LEVELS

## *\$5,500 Event Technology Underwriter*

- Helps cover BEAR's cost to implement new software, allowing the event to be completely digital
- Includes:
  - Recognition in weekly social media and e-newsletter blasts
  - Recognition in any event-related press releases
  - Name/company logo added to the digital platform guests will be using to purchase raffle tickets and bid on the silent auction
  - Name/company logo added to the event program sent digitally to all participants and/or BEAR donors
  - Access to digital event, which includes the raffle and silent auction

## *\$3,500 Dinner Underwriter*

- Helps cover BEAR's cost to provide digital dinner vouchers to guests
- Includes:
  - Recognition in weekly social media and e-newsletter blasts
  - Recognition in any event-related press releases
  - Name/company logo added to the digital dinner vouchers
  - Name/company logo added to the event program sent digitally to all participants and/or BEAR donors
  - Access to digital event, which includes the raffle and silent auction

## *\$5,000 Raffle Underwriter*

- Helps cover BEAR's cost to design and host this year's re-vamped digital raffle
- Includes:
  - Recognition in weekly social media and e-newsletter blasts
  - Recognition in any event-related press releases
  - Name/company logo added to the raffle tickets
  - Name/company logo added to the event program sent digitally to all participants and/or BEAR donors
  - Access to digital event, which includes the raffle and silent auction

## *\$1,000 Live-Stream Underwriter*

- Helps cover BEAR's cost to set up a digital "studio" for the live-stream event night
- Includes:
  - Recognition in weekly social media and e-newsletter blasts
  - Recognition in any event-related press releases
  - Name/company logo added to signage displayed during the live-stream event on 10/21
  - Name/company logo added to the event program sent digitally to all participants and/or BEAR donors
  - Access to digital event, which includes the raffle and silent auction

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# The BEAR-Y BIG RACE TO \$100,000!

## REGISTRATION FORM

Name: \_\_\_\_\_

Please select/circle the FUND-RACING™ team you are supporting:

Tom Bastian & Charles Philpott

Dutch Phillips

BEAR Board of Directors

Mark Hobbs & Craig Payne

Dean & Christi Quinn

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone #: \_\_\_\_\_

Please select/circle your level of contribution from the list below:

### PARTICIPATION LEVELS

### Quantity:

- \$20,000 Front-of-the-Pack
- \$15,000 Fast & Furious
- \$10,000 Finish Line
- \$5,000 Fueled-Up
- \$1,500 Flag-Finish
- \$100 Fired-Up

### UNDERWRITING LEVELS

### Quantity:

- \$5,500 Event Technology
- \$5,000 Raffle
- \$3,500 Dinner
- \$1,000 Livestream

**\*Raffle Disclaimer:** Upon purchasing any of the above listed **participation** levels, a BEAR Event staff member will be in touch with you to discuss your raffle tickets. Photographic evidence will be provided by BEAR Event staff to show that the tickets have been entered in the raffle, taking place on the evening of 10/21. All raffle winners will be announced on the live-stream, and will be contacted by BEAR Event staff following the conclusion of the event. If the raffle item requires additional instructions, a BEAR Event staff member will provide all necessary details. If you have any questions, kindly contact BEAR at bearhoustoninfo@gmail.com or (713)-274-9858.

I will be paying \$ \_\_\_\_\_ total by (select one): CARD CHECK Check #: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Zip: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVV: \_\_\_\_\_

Card #: \_\_\_\_\_ Signature: \_\_\_\_\_

Thank you BEAR-Y much for supporting BEAR's first-ever digital event! **BEAR Event Staff will contact you by email to confirm your registration and discuss next steps.** In the meantime, please be sure you are following BEAR's social media channels, so you can learn more about the event (including items that will be included in the raffle and/or silent auction). We look forward to seeing you on the evening of October 21st as we conclude this amazing FUND-RACE™ to \$100,000!

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