

# MEDIA IMPACT

## Press Releases

Sponsor benefits that include company's name in pre- and post-event press releases are sent to 70+ media contacts from all over Rhode Island, Massachusetts and National Associated Press.

## Impact Sponsor Billboard

Placement on our Impact Sponsor Billboards is scheduled for two months throughout the 2019 fiscal year in several locations around Rhode Island including, Park Avenue, Route 10 South, and 146 South. These digital billboards will expose your brand to 444,000 people each scheduled week.

## Social Media Reach

Big Brothers Big Sisters of Rhode Island uses Facebook, LinkedIn, Instagram, and Twitter to reach out to our social media audience. Over 6,000 individual followers combined on these four platforms gives BBBSRI access to a wide-range captive audience of community minded individuals.

## Our Website

Our website BigsRI.org reaches over 6,000+ unique users each month. Visitors to our website include board members, donors, volunteer big brothers and sisters and hundreds of individuals looking to donate clothing and small household items.

## E-Mail Newsletter

BBBSRI uses Constant Contact to manage our 6,000+ email subscribers. Each month we send a newsletter to our constituents which contains stories of our newly matched Bigs and Littles, upcoming events and sponsor highlights.

## The Rhode Show

Rhode Island's own news and variety show filmed daily has a market reach of 30,000 viewers per day. Sponsor benefits including a Rhode Show segment will typically be filmed live on set at the WPRI studios in East Providence and segments last approximately 5-7 minutes. The clip then lives on YouTube and can be shared freely on social media and with email audiences.

## Little Snapshot

Sponsor benefits that include a Little Snapshot will have their logo placed on a 24"x 36" poster board featuring a Big and Little success story, sponsored by you! These will be present at each of our events, recruitment events, volunteer trainings and more!