



# Annual Sponsorship Program

Supporting children with scoliosis all year long.





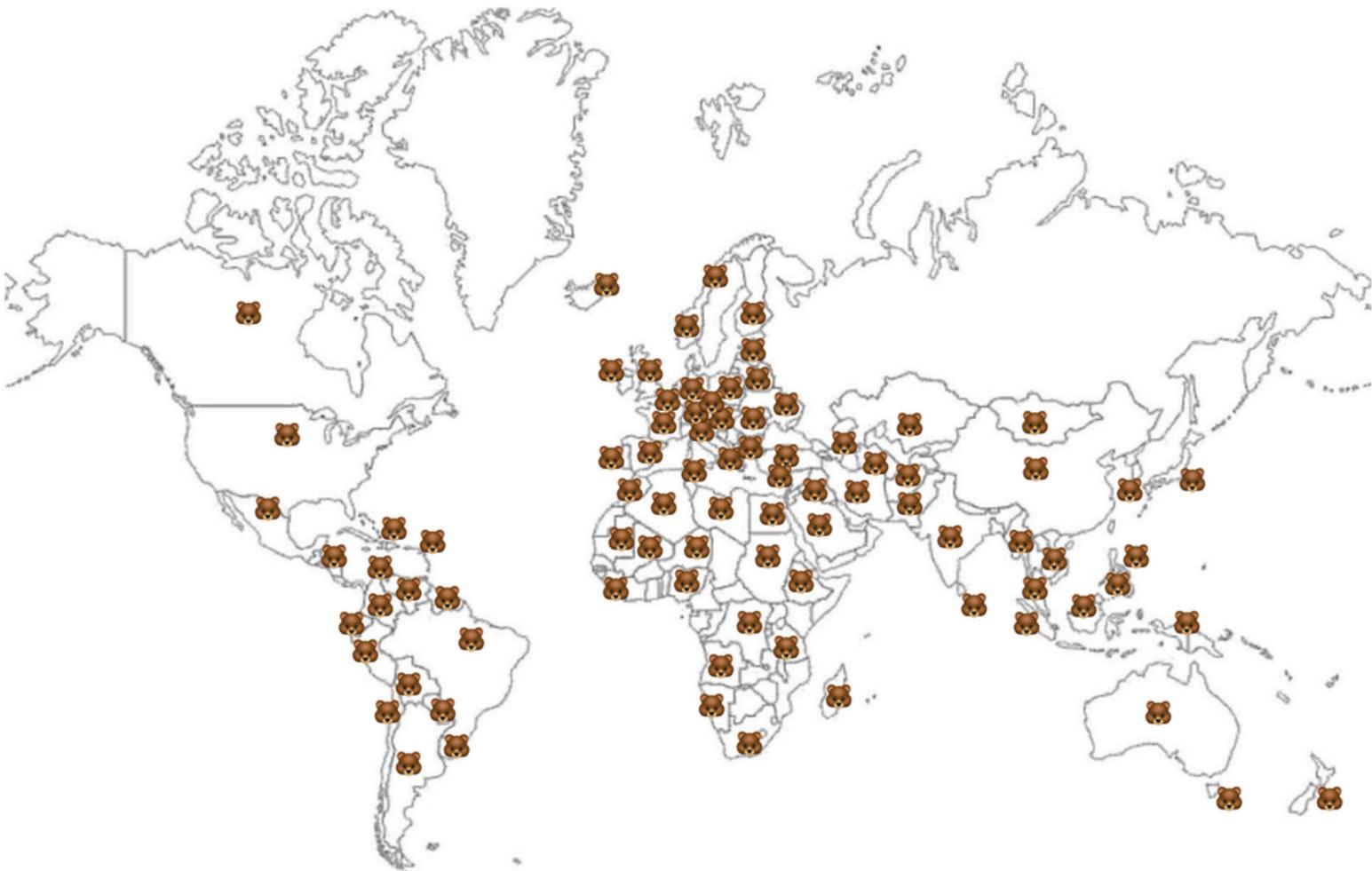
# About Higgy Bears



Higgy Bears is a 501(c)(3) nonprofit dedicated to supporting children and teens with scoliosis through comfort, confidence, and community. Each Higgy Bear is designed to reflect a child's scoliosis journey, helping them feel seen and less alone during diagnosis, bracing, treatment, or surgery.

Since launching as a nonprofit, Higgy Bears has donated tens of thousands of bears to children worldwide.

## 65,000 Higgy Bears in 200 Countries





# Why Sponsor Higgy Bears?



When you sponsor Higgy Bears, your support reaches families **year-round**, not just at a single event.

- **\$10 = 1 Higgy Bear donated to a child**
- Direct, tangible impact on families navigating scoliosis
- Trusted non-profit with global reach
- Positive, family-friendly brand alignment
- Year-round recognition opportunities
- Optional in-person engagement at Higgy Con for higher-level sponsors

## WHAT'S NEW ABOUT AN ANNUAL SPONSORSHIP?

- Sponsorships are **12-month\*** commitments
- Impact is measured by the **number of Higgy Bears donated** to children
- Recognition is delivered **throughout the year**, not all at once
- **Higgy Con** participation is earned, not sold separately
- There are no paid speaking opportunities
- Sponsorship benefits begin upon confirmation and payment

\*Non-Higgy Con benefits run 12 months from signed contract date

## HIGGY BEAR IMPACT LEVELS

These levels focus on direct bear donations and year-round recognition.

- **\$2,000** – **200** Higgy Bears donated
- **\$1,000** – **100** Higgy Bears donated
- **\$500** – **50** Higgy Bears donated
- **\$250** – **25** Higgy Bears donated
- **\$100** – **10** Higgy Bears donated

Recognition includes:

- Name or logo listed on the Higgy Bears sponsor wall (website)
- Group social media thank-you during the year

<b>Benefits</b>	<b>Crown \$50K</b>	<b>Diamond \$25K</b>	<b>Platinum \$15K</b>	<b>Gold \$10K</b>	<b>Silver \$5000</b>	<b>Bronze \$2500</b>
Bears Donated	5000	2500	1500	1000	500	250
Logo on HiggysBears.com						
Social Posts / Year	8	6	4	3	2	1
Higgy Con Screen Logo						
Higgy Con Brochure in Bags						
Higgy Con 6' Sponsor Table						
Higgy Con 10'x10' Booth						
Higgy Con Program Ad	2 page spread	Full page	Half page	1/4 page		
Higgy Con Commercial	2x 60 sec	2x 30 sec	30 seconds	15 seconds		
Experience Sponsor						
Brochure w/Bear Donations						
Giant 20 ft Higgy Bear						
Exclusivity						

# HIGGY CON 2026

**Expected Attendance- 1,000-2,000**  
**July 17-18, 2026**  
**DeVos Place- Grand Rapids, Michigan**

## PROGRAM BOOK ADVERTISING

**Crown Partner:** Two-page spread

**Diamond Partner:** Full-page ad

**Platinum Partner:** ½-page ad

**Gold Partner:** ¼-page ad

Ad placement is assigned based on sponsorship confirmation date.

2026 Ad space deadline: June 1, 2026

## SOCIAL MEDIA & RECOGNITION DETAILS

- Posts are distributed throughout the year
- Content includes sponsor logo/name and impact messaging
- Posts align with Higgys Bears' family-friendly standards
- Sponsors may be tagged when appropriate

# AT HIGGY CON YOU WILL FIND... PARENTS THAT GET IT



# AMAZING SPEAKERS THAT TRULY CARE



# AND SOOO MANY BEARS





# SUPPORT FROM KIDS WHO UNDERSTAND



# HIGGY CON IS WHERE KIDS WITH SCOLIOSIS SHINE



# THEY SEE THAT THEY ARE NOT ALONE





# CORE SPONSORSHIP LEVELS



## CROWN PARTNER – \$50,000

**Exclusive Annual Title Sponsor** - Category exclusivity applies only at Crown level

### **Benefits:**

- 5,000 Higgy Bears donated
- Exclusive 20-foot Giant Higgy Bear sponsor
- “Higgy Bears & Higgy Con presented by [Sponsor Name]”
- Multiple on-screen commercials played daily at Higgy Con
- Eight (8) social media posts per year, including launch and year-end impact
- Two-page full-spread ad in Higgy Con program booklet
- Dedicated Warrior of the Week series sponsored by your organization
- Brochure included with Higgy Bear donations year-round
- Custom annual impact report

## DIAMOND PARTNER – \$25,000

### **Benefits:**

- 2,500 Higgy Bears donated
- Premium year-round logo placement
- Premium 10' x 10' booth placement
- Multiple on-screen commercials throughout Higgy Con
- Six (6) social media posts per year, including two featured spotlights
- Full-page ad in Higgy Con program booklet
- Sponsorship of one Higgy Con experience
- Brochure included with Higgy Bear donations distributed to families
- Warrior of the Week sponsored segment
- Custom annual impact summary report

*Note: Diamond Partners do not receive category exclusivity.*



# CORE SPONSORSHIP LEVELS



## PLATINUM PARTNER – \$15,000

### Benefits:

- 1,500 Higgy Bears donated
- Large logo placement across Higgy Bears platforms
- Priority 10' x 10' booth placement at Higgy Con
- On-screen commercial/video (15–30 seconds, multiple rotations)
- Four (4) social media posts per year, including one featured post
- Half-page ad in Higgy Con program booklet
- Sponsorship of one Higgy Con experience
- (Fashion Show, Teen Dance, Green Lounge, Photo Experience, or Sensory/Quiet Room)
- Custom signage at sponsored experience
- Brochure or card included in Higgy Con attendee bags

## GOLD PARTNER – \$10,000

### Benefits:

- 1,000 Higgy Bears donated
- Prominent logo placement on Higgy Bears website
- 10' x 10' booth at Higgy Con
- Logo on screens or short on-screen commercial (10–15 seconds)
- Three (3) social media posts per year
- Quarter-page ad in Higgy Con program booklet
- Option to sponsor Kids Fashion Show OR Teen Dance
- Warrior of the Week sponsor credit
- Brochure or card included in Higgy Con attendee bags



# CORE SPONSORSHIP LEVELS



## SILVER PARTNER – \$5,000

### Benefits:

- 500 Higgy Bears donated
- Logo listed on Higgy Bears website (annual)
- Logo displayed on Higgy Con screens (logo only)
- 6' sponsor table at Higgy Con
- Two (2) social media posts per year
- Warrior of the Week sponsor credit (rotational)
- Brochure or card included in Higgy Con attendee bags

## BRONZE PARTNER – \$2,500

### Benefits:

- 250 Higgy Bears donated
- Logo listed on Higgy Bears website (annual)
- Group sponsor recognition on Higgy Con screens
- One (1) group social media thank-you post per year
- Brochure or card included in Higgy Con attendee bags
- Invitation to attend Higgy Con (no table or booth)

## IMPORTANT NOTES

- No paid speaking opportunities are offered
- Sponsorship benefits are non-transferable
- Higgy Con participation applies to the next scheduled event
- Sponsorships are confirmed upon agreement and payment

# HIGGY BEARS 2026

## Sponsorship Contract

Please complete this page only and return with your sponsorship check. Make payable to **Higgy Bears Inc.**

Mail to 3586 Liverpool Ave, Kalamazoo, MI 49009.

### Higgy Con Sponsorship Level

**CROWN PARTNER- \$50,000**

**DIAMOND PARTNER- \$25,000**

**PLATINUM PARTNER- \$15,000**

**GOLD PARTNER- \$10,000**

**SILVER PARTNER- \$5,000**

**BRONZE PARTNER- \$2,500**

Authorized Signature: \_\_\_\_\_

Company/Organization Name: \_\_\_\_\_

Date: \_\_\_\_\_ Thank You So Much For Supporting Higgy Bears!

# MARKETING

## OVERVIEW

Social Media Followers- 40,000

Website Visits Per Year- 250,000+

Scoliosis Families Email List- 10,000

Higgy Bear Donations Per Year- 10,000-20,000

Scoliosis Families in All 50 States + 200 Countries

## ITEMS INCLUDED WITH 10,000 HIGGY BEARS (DIAMOND & CROWN ONLY)



**YOUR BROCHURE**

# THANK YOU FOR SUPPORTING



**HIGGY  
BEARS**

Higgy Bears is a 501(c)(3) Nonprofit  
Organization #84-3298535

Sponsorship Benefits Begin as Soon  
as Your Check Is Received

**ROLLING 12 MONTH SPONSORSHIP**

Please Make Checks Payable to **Higgy Bears, Inc.**

**CONTACT**

**MAIL TO**

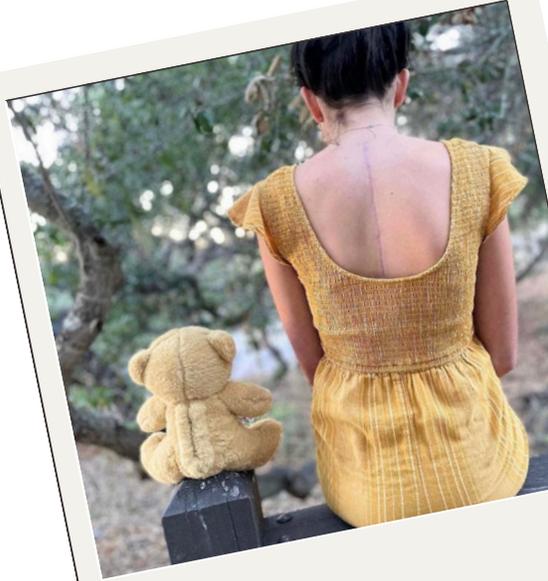
Higgy Bears  
3586 Liverpool Ave  
Kalamazoo, MI 49009

**QUESTIONS**

Contact Lauren  
lauren@higgybears.com  
269-364-0655



# MAKING SCOLIOSIS "BEAR-ABLE!"



## HIGGY FRIENDS

**Fun Social Groups for  
Kids & Teens**

Started August 2023

30 Groups & Growing  
Every Day!



[WWW.HIGGYBEARS.COM](http://WWW.HIGGYBEARS.COM)