



Big Brothers Big Sisters
of Southern Nevada

Introducing...



turn on speakers



'Local Business Heroes'



a *Revolutionary* Cause Marketing Program

*Cause Marketing is...
the Marriage of Marketing & Meaning.*

*"83% of consumers want more products, services
and retailers they use to support causes"*

*source 2010 Cone Cause Evolution Study

Our cause marketing program is making news!



How can we *drive sales* for your company in 2012?





Big Brothers Big Sisters
of Southern Nevada

*We have 120,000+ passionate
Las Vegas area supporters*

*who donate to us
throughout the year*



Let us *introduce* your company to them.



Let them know you're a
great corporate citizen.



That you *care* about your community.

For less than 5¢ per household



we *promote* your company in several ways...

Online



we help shoppers *find* your company

Via Social Media

*we create exciting promotions
that generate **buzz!***





We Give You the Power of Mobile Marketing

2 'mobile blasts' per month!



A great way to promote last minute offers!

Thousands of Impressions via BBBS Trucks

We deliver your brand into the heart of communities!

BBBS is Supported by these Local Business Heroes!



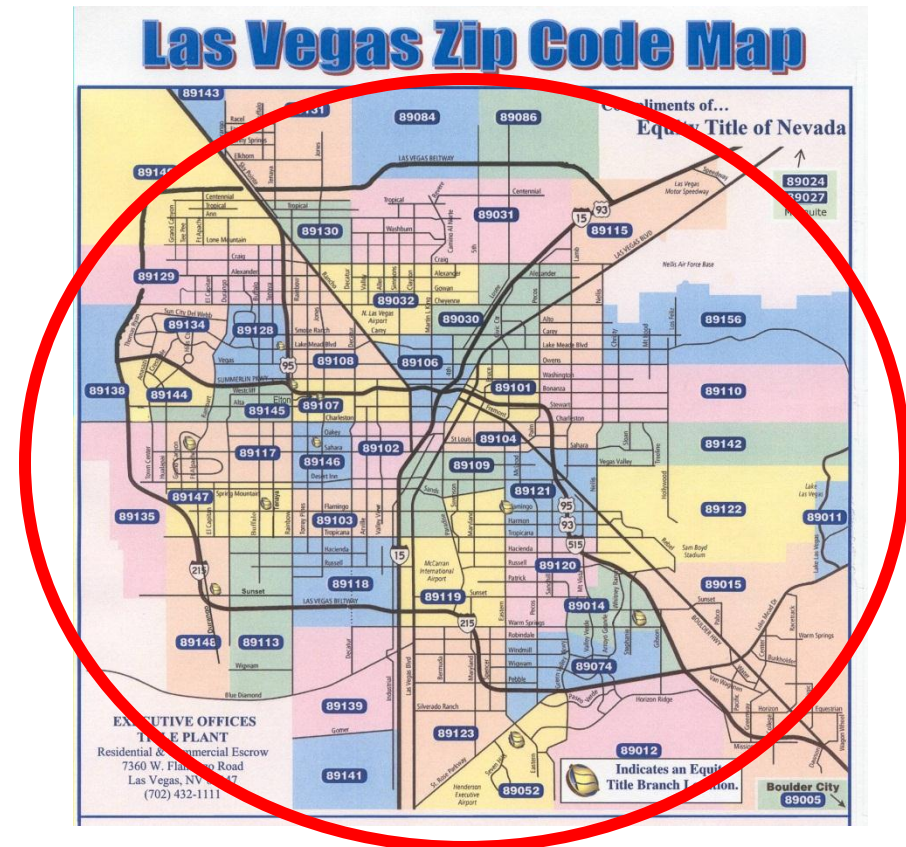
Note: * logo placement and size as shown is for illustration purposes only and may vary somewhat on actual truck(s)
** company logos shown are for illustration purposes only and some may not be actual cause-marketing partners in your area

Plus...when BBBS drivers pick up donated goods



they deliver a tax receipt
with *your message* on it

to **10,000+** Las Vegas
area homes per month!



Your message hand delivered by BBBS is much more effective than 'junk mail'




Cauzoupon

Shop • Save • Support

As a thank you for donating to Big Brothers Big Sisters of Southern Nevada, our corporate partners would like to offer you special savings and discounts! Visit www.facebook.com/cauzoupon to view our special offers

EXCLUSIVE MEMBERSHIP OFFER FOR SUPPORTERS OF BIG BROTHERS, BIG SISTERS OF SOUTHERN NEVADA!
 Receive a \$25 Sam's Club Gift Card when you join or renew as a Plus Member. Or, receive a \$10 Sam's Club Gift Card when you join or renew as an Advantage Member. Simply redeem this coupon at any Sam's Club in Las Vegas to receive this offer. OR visit facebook.com/cauzoupon to download your Sam's Club® Membership Certificate AND enter our **FREE Sweepstakes Draw to Win a \$100 Walmart Gift Card!**



*Sam's Club appreciates your contribution to BBBSN. This is a membership offer coupon and is not to be used for any tax purposes.

FREE \$50 GAS CARD SWEEPSTAKES DRAW!

Who says you can't get much for a buck anymore? Come into any Las Vegas area store during the month of Sept. and check out our fabulous \$1 Value Menu. And while you're there filling up - why not fill up? As a thank you for donating to Big Brothers Big Sisters, Cauzoupon and your local 7-Eleven stores will enter your name into a **FREE Sweepstakes Draw** where you could **WIN a 7-Eleven \$50 gas card!** Simply visit facebook.com/cauzoupon and click on the Free Offers tab to enter.



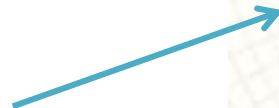
WITH OUR TURKEY CAUSE-MARKETING PROGRAM YOUR BUSINESS CAN REACH THOUSANDS OF LAS VEGAS AREA HOMES EACH MONTH

Your Message Here

Enter our **FREE Sweepstakes Draw!**
 Visit us at www.facebook.com/cauzoupon!



A tax receipt/
thank you card



Donation Receipt



Big Brothers Big Sisters of Southern Nevada

Thank you for donating to Big Brothers Big Sisters

\$ _____ Date of Pick-up _____

Received by: Donation Center Manager, Kibbe Shaw

This is your tax receipt. In accordance with the IRS publication 529 you may deduct a fair market value for your donated goods.
 Tax ID# 51-0128847

BBBS Drop Boxes are conveniently located throughout the Valley. For the nearest drop box location or more information, visit our website.

Please note that drop boxes can only accommodate smaller items and clothing. If you have larger items, call our Donation Center to schedule a pick-up.

Big Brothers Big Sisters of Southern Nevada
 4065 E. Post Rd. Las Vegas, NV 89120
 Executive Office: (702) 223-9000
www.bbbs.org

We're Sorry! We could not pick up your donation.

- We will call again soon.
- Items for pick-up were not clearly marked.
- Items were not eligible for pick-up.

FREE SWEEPSTAKES DRAW!

As a Thank You for Donating to BBBS You are Eligible For a FREE Sweepstakes Draw Entry to win a \$50 gift card from Walmart! Simply visit www.facebook.com/cauzoupon to enter!



At BBBS Events

Meet potential customers at BBBS events!



LAS VEGAS 2012
FAT BOY SK

ALL FINISHERS
WILL RECEIVE
DONUTS
SAUSAGES
AND
ADULT BEVERAGE!
(BODA FOR KIDS)

**THIS IS AN EVENT
FOR "THE REST OF US."**

The More You Weigh The Earlier You Start The
Race! First one to the finish line wins!

WHEN:
Saturday, February 18, 2012, Noon

WHERE:
Wayne Bunker Family Park
7351 West Alexander Road
Las Vegas, Nevada 89129

The poster features a cartoon character with a large head, wearing a white shirt, blue pants, and a yellow belt, riding a skateboard. The background is a red starburst pattern. A map shows the location of Wayne Bunker Family Park at the intersection of West Alexander Road and West Sahara Avenue.



And Finally... We Manage Everything!

Busy?

Relax.

*Cauz-FX will handle
all the details!*



So to Recap...

We
will
promote
your
company

with a combination of
traditional and mobile marketing



Local Business Hero

Imagine?

You can *promote your company, drive sales*

and

help create a **positive future**
for youth in our community



for *less than 5¢* per household!

Program Fee

Special introductory offer of \$495 per month
of which **30%** goes directly to BBBS programs



That's less than other companies charge



for just a flyer via 'junk mail'

There are *only 24* spaces available.

And they are going *fast*.



So contact us **TODAY!**

*Thank
You!*



Big Brothers Big Sisters
of Southern Nevada