



BINGO

2023 SPONSORSHIPS

BINGO IS A BARCS INSTITUTION!



ABOUT BINGO

We hold 4 or more BINGO events each year in both Baltimore City and Catonsville. Historically, this event has been a “purse BINGO,” but we changed it to cash BINGO in 2022 to be more inclusive. The change has been a great success and helped us increase attendance.

This is a family-friendly event marketed through social media and email blasts. BINGO events typically have 250-300 attendees each and welcome supporters of all ages.

The next Bingo event is on **Sunday, June 25** from **6-10pm** at **FOP Lodge #69 in Catonsville**.

If you are interested in sponsoring this event, please contact Kate Pika at kpika@barcs.org

BARCS MEDIA & MARKETING REACH

Social Media

Facebook Likes: 157,000
Average Reach Per Post: 256,000
Annual Reach: 2.5 Million

Instagram Likes: 39,500
Average Reach Per Post: 20,000
Annual Reach: 125,000 Unique Accounts

TikTok Followers: 4,200
Twitter Followers: 9,000

BARCS Website

Unique Annual Visitors: 459,000
Page Views Per Year: 2,75,000
Average Time Spent on Site: 2:30:00

Mailing Lists

Number of Email Contacts: 79,600
Number of Mailing Households: 68,000

Statistics updated as of March 23, 2023

ACTIVITY SPONSOR: \$1,000

Activity Sponsors can choose naming rights for the 50/50 Raffle Board, Special Games (4) OR Prize Wheel along with:

- Four (4) tickets to the event
- Post-event acknowledgment on social media
- Recognition in pre-event emails
- Logo placement on signage at the event (at Check-In Table)
- Custom BARCS Bingo graphic with company logo for use on the company's social media accounts



CHECK-IN SPONSOR: \$500

Check-In Sponsor receives naming rights for the check-in table along with:

- Two (2) tickets to the event
- Post-event acknowledgment on social media
- Recognition in pre-event emails
- Logo placement on signage at the event (at Check-In Table)



BAKE SALE SPONSOR: \$100

Bake Sale Sponsor receives naming rights for the bake sale table along with:

- Post-event acknowledgment on social media
- Recognition in pre-event emails
- Logo placement on signage at the event