



THE 2027 NATIONAL TOUR

NATIONAL TOUR SPONSORSHIP

A coast-to-coast movement against bullying — and a rare opportunity to put your brand at the center of a national conversation about **kindness, safety, and youth empowerment.**

- 100 CITIES
- 1 MISSION
- END BULLYING

BE KIND · BE STRONG · BE THE DIFFERENCE

CORPORATE SPONSORSHIP · 2027



- SPEAK
- STAND
- STOP B

— NATIONAL —
ANTI-BULLYING

THEY
CAN
ULLYING

endbullyingtoday.org



WHY SPONSOR

ALIGN YOUR BRAND WITH A CAUSE AMERICA BELIEVES IN.

In 2027, the National Anti-Bullying Foundation takes its message on the road — a fully branded tour traveling to **100 cities and 250 schools**, reaching **more than 100,000 students** with assemblies, workshops, celebrity appearances, and community events.

For corporate partners, this is more than a logo placement. It is the chance to stand beside a purpose-driven movement, earn authentic goodwill across families and communities, and generate national visibility tied to one of the most universally supported causes in the country.

National Visibility

Coast-to-coast exposure across a branded tour bus, live events, media, and digital channels.

Authentic Community Impact

Real outcomes for students and schools — not just impressions, but measurable change.

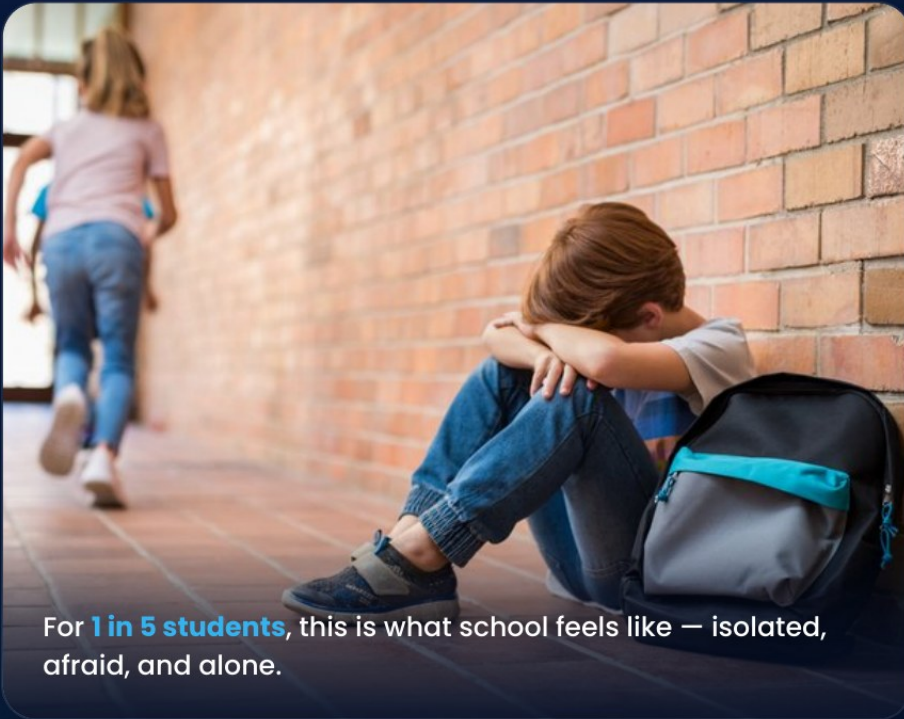
Trusted Brand Association

Connect your name to kindness, safety, and youth empowerment in front of millions.



THE MISSION & WHY IT MATTERS

EVERY CHILD DESERVES TO FEEL **SAFE,** **VALUED & HEARD.**



For **1 in 5 students**, this is what school feels like — isolated, afraid, and alone.

“No child should feel afraid to go to school.”

Founded by bullying survivor **Bruce Bellocchi**, the National Anti-Bullying Foundation empowers students, educates communities, and inspires a generation to choose kindness over cruelty.

1 in 5

students report being bullied

Millions

avoid school because they feel unsafe

Lifetime

emotional impact for victims

100%

preventable with education & support



THE NATIONAL TOUR · BY THE NUMBERS

ONE TOUR. **NATIONWIDE REACH.**

100

CITIES

250

SCHOOLS

100K+

STUDENTS IMPACTED

50

COMMUNITY EVENTS

• Celebrity Guests

• Influencer Participation

• National Media

• Social Media Exposure

• Community Rallies

• Press & TV Coverage

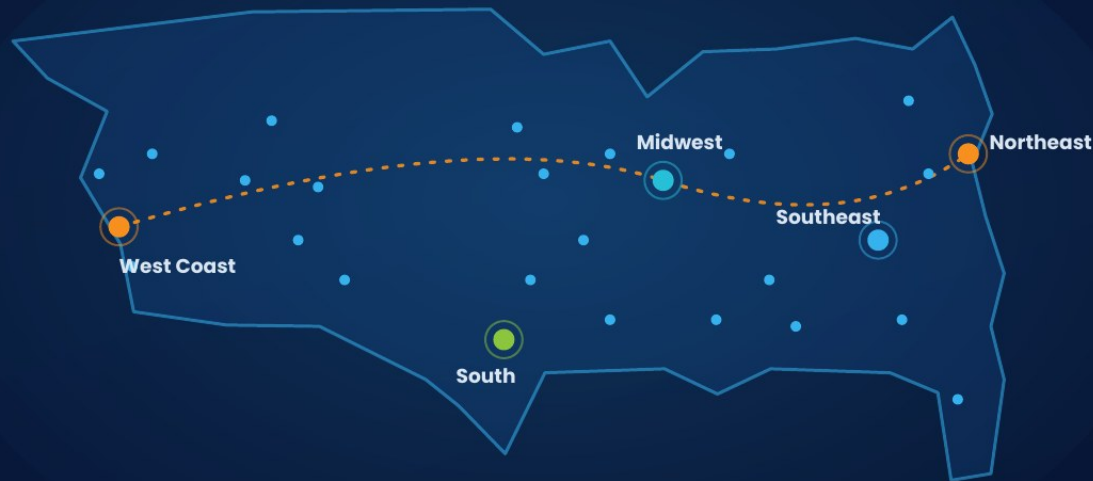


The branded tour bus — **a 45-foot mobile billboard** seen across 100 cities, coast to coast.



NATIONAL REACH · COAST TO COAST

100 CITIES. ONE NATION.



From the West Coast to the East Coast, the 2027 National Tour rolls into communities in every region of the country — putting your brand in front of students, families, and local media **nationwide**.

100

Cities visited coast to coast

250

Schools on the route

50

Community events nationwide

All

Major U.S. regions reached

Map shown for illustration of national reach. Final city schedule confirmed ahead of the tour.



NATIONAL IMPACT & BRAND EXPOSURE

WHERE YOUR **BRAND** SHOWS UP.



The Tour Bus

A fully wrapped, coast-to-coast mobile billboard seen across 100 cities.



Website & Digital

Prominent placement on endbullyingtoday.org and the tour microsite.



Press & Media

Inclusion in press releases, interviews, and broadcast coverage.



Live Event Signage

Your logo on stage and banners at every assembly, workshop, and rally.



Social Media Campaigns

Dedicated content reaching students, families, and communities online.



Product Integration

Activations, sampling, and on-site brand experiences for students & families.



THE BRAND CASE

WHY BRANDS PARTNER WITH NABF.



Positive Brand Association

Stand for kindness, safety, and youth — values every audience embraces.



Community Goodwill

Be the business families remember as one that gives back.



Youth Empowerment

Invest visibly in the next generation's confidence and safety.



Corporate Social Responsibility

Clear, reportable impact for CSR and ESG goals.



National Visibility

Coast-to-coast brand exposure across 100 cities.



Employee Engagement

Give teams a mission to rally behind and volunteer for.



Authentic Community Impact

Real assemblies, real students, real outcomes in every market.



Media Opportunities

Press and broadcast coverage that multiplies exposure.



STAR POWER BEHIND THE MESSAGE

CELEBRITY & INFLUENCER PARTICIPATION.

Our goal is to leverage recognizable voices to amplify the message of **kindness, inclusion, and youth empowerment** — extending the visibility of every sponsor far beyond each event.



Athletes

Pro and collegiate athletes who connect instantly with student audiences.



Actors

Film and television talent who draw press and broaden the audience.



Musicians

Artists whose performances turn assemblies into can't-miss events.



Social Media Influencers

Creators who extend every stop to millions of online followers.



Community Leaders

Local figures who lend credibility and turnout in each market.



National Speakers

Advocates and survivors whose stories make the message unforgettable.

Celebrity and influencer participation will be announced throughout the tour and varies by market, subject to availability.



CORPORATE SOCIAL RESPONSIBILITY

PURPOSE THAT YOUR CUSTOMERS & TEAMS FEEL.



Authentic Brand Trust

A cause embraced across every demographic and political line — safe, positive, universally supported.



Employee Pride & Engagement

A mission your teams can rally behind, with volunteer & on-site activation at tour stops.



Measurable, Reportable Impact

Schools reached and students engaged — clear figures for your CSR and ESG reporting.

\$5,000

Sponsor dollars help fund the **Stand-Up Student of the Month** college fund — recognizing students who lead with kindness. **Your brand, directly changing a young life.**



Real assemblies. Real students. **Hundreds reached at every stop.**



A CONFIDENT INVESTMENT

WHY THIS MOVEMENT **WILL SUCCEED.**

Strong Leadership

01

Founded and led by Bruce Bellocchi — filmmaker, former pro athlete, and bullying survivor whose story commands attention.

School Partnerships

02

Developing partnerships with schools and districts nationwide to reach students and communities across America.

Celebrity Participation

03

Recognizable talent draws crowds, press, and social reach that multiply every sponsor's exposure.

National Tour Visibility

04

A branded coast-to-coast tour creates a year-long, highly visible platform across 100 cities.

Community Impact

05

Assemblies, workshops, and local events deliver measurable, reportable outcomes in every market.

Proven Need

06

1 in 5 students report being bullied. The demand for this message is universal and undeniable.



SPONSORSHIP LEVELS

CHOOSE YOUR LEVEL OF IMPACT.

★ TITLE SPONSOR

TITLE
\$200K

EXCLUSIVE

- ✓ Tour naming rights
- ✓ Largest logo everywhere
- ✓ Category exclusivity
- ✓ Celebrity collaborations
- ✓ One company only

PRESENTING SPONSOR

PRESENTING
\$100K

- ✓ Large logo on bus
- ✓ Press release inclusion
- ✓ Product activation
- ✓ VIP event access
- ✓ Social promotion

PLATINUM SPONSOR

PLATINUM
\$75K

- ✓ Large logo placement
- ✓ Select bus branding
- ✓ Sponsor spotlight feature
- ✓ Dedicated social feature
- ✓ VIP event invitations

GOLD SPONSOR

GOLD
\$50K

- ✓ Medium logo placement
- ✓ Sponsor spotlight video
- ✓ Dedicated social feature
- ✓ Event booth opportunities
- ✓ Provide promotional items

SILVER SPONSOR

SILVER
\$25K

- ✓ Website recognition
- ✓ Event signage
- ✓ Social media mentions
- ✓ Recognition materials
- ✓ Promotional listing

✦ FOUNDING PARTNER

All sponsors at **\$25,000 and above** are recognized as **Founding Partners of the National Anti-Bullying Tour.**



SPONSORSHIP LEVEL 01

TITLE SPONSOR \$200,000

EXCLUSIVE

ONE COMPANY ONLY

★ FOUNDING PARTNER



ONLY ONE COMPANY WILL EVER HOLD THIS POSITION
DURING THE 2027 NATIONAL TOUR.

THE NATIONAL ANTI-BULLYING TOUR · PRESENTED BY
[YOUR BRAND]

- ✓ **Tour naming rights** across the movement
- ✓ Largest logo on the **website**
- ✓ Largest logo on all **event signage**
- ✓ Mention **at all events**
- ✓ **Product integration** opportunities
- ✓ Dedicated **spotlight videos**
- ✓ Executive **speaking opportunities**
- ✓ **First right of renewal** next year
- ✓ Largest logo on the **tour bus**
- ✓ Largest logo on all **printed materials**
- ✓ Mention in **all press releases**
- ✓ **Category exclusivity**
- ✓ **Celebrity & influencer** collaborations
- ✓ Custom **social media campaigns**
- ✓ **VIP access** & interview opportunities



TITLE SPONSORSHIP · RETURN ON INVESTMENT

WHAT DOES \$200,000 BUY?

Title Sponsorship is a single, integrated platform that bundles national-scale exposure most brands would assemble piece by piece:

Potential reach includes students, families, educators, community leaders, media audiences, and digital followers nationwide.

100 Cities

250 Schools

100K+ Students

1,000s of Parents

 National Media Exposure

 Celebrity Participation

 Influencer Content

 Tour Bus Branding

 Website Branding

 Social Media Campaigns

 Community Events

 Category Exclusivity

BEYOND STUDENTS — YOUR MESSAGE REACHES:

Parents

Thousands of families

Educators

250 schools & staff

Communities

100 cities nationwide

Social Media

Potential millions of impressions

Media

National & local coverage

If purchased independently, this level of national exposure would cost **substantially more than the sponsorship investment** — and no individual buy delivers it as a single, mission-aligned platform.



SPONSORSHIP LEVEL 02

PRESENTING SPONSOR \$100,000

HIGH VISIBILITY

★ FOUNDING PARTNER

Premium presence across the tour with major bus branding, media inclusion, and on-site activation — second only to the Title Sponsor.

- ✓ **Large logo** on the tour bus
 - ✓ **Website** recognition
 - ✓ **Press release** inclusion
 - ✓ **Event signage** placement
 - ✓ **Event recognition** at all stops
 - ✓ **Social media** promotion
 - ✓ **Product activation** opportunities
 - ✓ **VIP event access**
- ✗ No naming rights ✗ No category exclusivity



SPONSORSHIP LEVEL 03

PLATINUM SPONSOR \$75,000

HIGH VALUE

★ FOUNDING PARTNER

A powerful middle option — major visibility and activation, including select bus branding, at a more accessible investment than Presenting.

- ✓ **Large logo** placement
- ✓ **Website** recognition
- ✓ **Press release** inclusion
- ✓ **Product activation** opportunities
- ✓ **VIP event invitations**
- ✓ **Select bus branding** opportunities
- ✓ **Event signage** placement
- ✓ **Sponsor spotlight** feature
- ✓ One **dedicated social media** feature
- ✓ **Founding Partner** designation

✗ No naming rights ✗ No category exclusivity ✗ No executive speaking



SUPPORTING LEVELS

GOLD & SILVER SPONSORS.

GOLD SPONSOR

\$50K

★ FOUNDED PARTNER OF THE TOUR

- ✓ Medium logo placement
- ✓ **Sponsor spotlight video**
- ✓ **One dedicated social media feature**
- ✓ **Event booth opportunities**
- ✓ **Provide promotional items / samples**
- ✓ Event signage & website recognition
- ✗ No dedicated influencer campaigns
- ✗ No press release priority

SILVER SPONSOR

\$25K

★ FOUNDED PARTNER OF THE TOUR

- ✓ Website recognition
- ✓ Event signage
- ✓ Social media mentions
- ✓ Recognition materials
- ✓ Sponsor listing on promotional materials
- ✗ No bus branding
- ✗ No VIP access
- ✗ No press releases



BENEFITS COMPARISON

SPONSORSHIP LEVELS AT A GLANCE

	TITLE \$200,000	PRESENTING \$100,000	PLATINUM \$75,000	GOLD \$50,000	SILVER \$25,000
Founding Partner of the Tour	•	•	•	•	•
Tour naming rights	•	—	—	—	—
Category exclusivity	•	—	—	—	—
Logo on tour bus	Largest	Large	Select	—	—
Logo size — print & signage	Largest	Large	Large	Medium	Listed
Press release inclusion	•	•	•	—	—
Website recognition	•	•	•	•	•
Social media promotion	Custom	•	Feature	Feature	Mentions
Event signage	•	•	•	•	•
Product integration / activation	•	•	•	Booth	—
Provide promotional items / samples	•	•	•	•	—
Celebrity & influencer collaborations	•	—	—	—	—
Sponsor spotlight feature / video	Video	—	Feature	Video	—
Executive speaking opportunity	•	—	—	—	—
VIP event access	•	•	•	—	—
First right of renewal	•	—	—	—	—



— ACTIVATE YOUR PARTNERSHIP

PARTNERSHIP OPPORTUNITIES.

Beyond a sponsorship level, your brand can power specific parts of the movement. Activations can be combined and tailored to your goals:



Tour Bus Branding



Stand-Up Student of the Month



Celebrity Event Sponsorship



Digital & Social Media



Educational Resource Sponsorship



School Assembly Sponsorship



College Scholarship Sponsorship



Community Event Sponsorship



Influencer Campaign



National Awareness Campaign



RESPONSIBLE STEWARDSHIP

WHERE SPONSORSHIP DOLLARS GO.

Every dollar advances the mission. Sponsor investment directly fuels the work that reaches students and communities nationwide:



Tour Transportation

Branded bus, fuel, and coast-to-coast logistics.



School Assemblies

Programs, staging, and on-site delivery at schools.



Student Scholarships

Stand-Up Student college fund contributions.



Educational Materials

Anti-bullying curriculum and classroom resources.



Community Events

Local rallies, awareness days, and family nights.



Digital Resources

Website, online tools, and social content.



Celebrity & Influencer Outreach

Engaging recognizable voices to amplify reach.



Operational Support

The people and coordination that keep the tour running.

Funds are directed toward mission delivery and tour operations. Detailed allocations are shared with partners during onboarding.



SPONSOR INVESTMENT



MISSION DELIVERY



STUDENTS & COMMUNITIES



— LET'S BUILD SOMETHING THAT MATTERS

BECOME A **FOUNDING PARTNER** OF THE MOVEMENT.

Sponsorships are customizable. Our team will tailor a partnership around your brand goals, your category, and the communities you want to reach.

WEBSITE

endbullyingtoday.org

EMAIL

info@endbullyingtoday.org

FOLLOW

[@NationalAntiBullyingFoundation](https://www.instagram.com/NationalAntiBullyingFoundation)

LIMITED FOUNDING PARTNER OPPORTUNITIES AVAILABLE

Title

1 available

Presenting

Limited

Platinum

Limited

Gold

Limited

Founding Partner opportunities are limited and awarded on a **first-come, first-served** basis. **Custom sponsorship packages** are available for organizations seeking unique partnership opportunities.

"No matter where you come from or what you've been through, a better path is always possible."