

# How **bowling** changes lives.



You read that right...CHANGES LIVES!



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1

Online platform that helps you easily raise pledges and reach out to friends and family, near and far.


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5

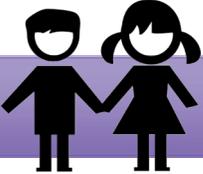
The number of friends, co-workers or family members you need to create a team.


- 
125

How much money EACH corporate team member is asked to raise. (\$50 for Community Day)


- 
100s

The number of kids who will have brighter futures and be more likely to fulfill their potential because they have a Big Brother or Big Sister.







**Big Brothers Big Sisters**

**The demand for our programs would **b=Owl** you over!**

**Families reach out to Big Brothers Big Sisters in ever-growing numbers for support, and our ability to help them relies on our fundraising success.**

Bowl for Kids Sake is our signature campaign which generates donations from the community to support our programs. Campaign participants believe in supporting worthwhile causes that create stronger, healthier communities for children. Event participants are **educated consumers who value and support companies that give back to the community**. On average, each of our 800 participants obtains 10 pledges... that's **8,000+ people** who hear about our campaign from a friend or colleague. In addition to the word-of-mouth marketing, the campaign is also advertised through local media outlets, Facebook and Twitter. BFKS will take place from May 3-6, 2018. **Our campaign goal for 2018 is \$150,000.**

**With your help as a major sponsor, we can match many more deserving children with caring, adult mentors. The sponsor deliverables highlight the measurable benefits for your company by “starting something” great for kids in our community.**

	<b>SPONSOR DELIVERABLES</b>	<b>PARTNER \$7,500</b>	<b>EVENT \$5,000</b>	<b>CORPORATE \$2,500</b>	<b>FRIEND \$1,000</b>	<b>LANE \$500</b>
<b>MEDIA PACKAGE</b>	Name mention in Radio Ads.	40	20	10	5	NA
	Opportunity to include corporate message of support on agency website.	●				
	Logo placement on event webpage <a href="http://helpingkids.ca">helpingkids.ca</a>	●	●	●	Name only	Name only
	Mentions per social media channel (Twitter and Facebook) - may include highlight of partnership, image(s), link to sponsor website, and/or connection to sponsor social media channels.	Minimum 10	Minimum 5	Minimum 3	Minimum 2	Minimum 1
	Opportunity to provide a 30 second video clip to promote your support of the campaign, to be included on the agency website and social media pages.	●				
<b>CAMPAIGN MATERIALS</b>	Logo placement in pledge sheets, flyers and e-newsletters.	●	●	Logo— E-newsletters Name— pledge sheets	Name only E-newsletters	NA
	Logo on BFKS t-shirts	●				
	Opportunity to include a message to all event participants in one of our e-newsletters.	●				
<b>EVENT SITE</b>	Logo on 2'x2' lane sign for a minimum of 2 weeks at Holiday Lanes Bowling Alley.	3 signs	2 signs	2 signs	1 sign	1 sign
	Verbal mention of sponsors by emcee to event participants during each bowling challenge (minimum 15 times over 3 days).	●	●	●	●	●
	Opportunity for company rep to speak at Bowl for Kids Sake Kickoff Breakfast	●				
	Sponsor may supply 1 additional banner.	●				
	Opportunity to provide promotional items/coupons to participants.	●	●	●		
	Opportunity for company employees to participate in corporate event.	4 lanes 24 people	2 lanes 12 people	1 lane 6 people	1 lane 4 people	

**PLEASE NOTE:** Benefits at all levels are based on sponsors confirmed by March 25, 2018. Number of mentions/impressions on some items may be pro-rated for sponsors confirmed after this date. For more information about any of these sponsor categories, please contact Kelly Leach at 709-368-2900 or email [kelly.leach@bigbrothersbigsisters.ca](mailto:kelly.leach@bigbrothersbigsisters.ca)

**2018 Event Dates for Holiday Lanes**

Thursday, May 3 - **Corporate Event**  
 Friday, May 4—**Corporate Event**  
 Sunday, May 6 - **Community Day**