



Big Brothers
Big Sisters

MONTH	DAYS	YEAR
MAY	26 AND 29	2022

Time to dust off those bowling shoes and get the ball rollin' again... all for local kids!

After 3 years we're heading "**BACK TO THE ALLEY**" and we're looking for Sponsors and Teams to **strike it BIG** for youth facing adversity, while supporting an initiative that brings some fun, team building and interaction to our community in a time when connecting with others in person has been a challenge.

WHY PARTICIPATE?

Bowl for Kids Sake is our signature campaign that's been around for more than 40 years. Typically this event raises 20% of our annual funds and after 2 years without the event and an elevated need for mentoring programs, it's a chance to help us rebuild and **connect more youth in developmental relationships**. It's also an opportunity for your company to participate in a fun activity for a good cause. It's a great **team morale builder** as employees place high value on their company being a good citizen. **Connectedness to community** in a time of social separation is vital to our well-being and productiveness, and employees feel this when they are part of a positive initiative in the workplace.

HOW TO PARTICIPATE?

Your company can participate by entering one or more teams and/or by choosing one of the sponsor levels that gets your name in front of event participants, donors and the entire Big Brothers Big Sisters network.

WHO BENEFITS?

Youth living through a pandemic need the support of a network of caring adults more than ever. Family challenges, financial insecurity, parental worry and stress are all felt by the children in a family. Isolation and loss of extra-curricular outlets leads to mental health struggles and a sense of disconnection. Having a mentor is proven to mitigate these challenges and improve overall well-being.

In the past year alone **the need for mentors has increased by 102% in our community**. Currently **more than 150 kids are waiting** in metro St. John's for the chance to be enrolled and matched with a Mentor. However, without the financial resources to increase our staff capacity, the waitlist will continue to grow and kids will lose hope. This event is vital to the agency's ability to meet the ever-growing demand for programs. We're excited to get back to the alley and to welcome participants in person at Plaza Bowl or if you prefer a virtual event we encourage you to bowl whenever and wherever you like! As always there will be **exciting prizes, incentives, and an amazing raffle to help you raise funds and of course bragging rights for the companies who win each sector challenge!**

Bowl for Kids Sake will reach a broad sector of businesses and encourage teams to fundraise, collaborate and celebrate with a bowling party on the lanes in May. In addition to the tremendous word-of-mouth promotion through our network and the community as a whole, Bowl for Kids Sake is supported by social media and traditional media. **Review our sponsor deliverables on the reverse and you will see measurable benefits for your company when you ignite potential for kids in our community. #BiggerTogether**

CORPORATE EVENT - Thursday, May 26

COMMUNITY DAY - Sunday, May 29



Sponsor

Recognition & Deliverables

EXCLUSIVE

Media Promotion



Name mention in Radio Segments & opportunity to participate in NTV segment (if scheduling allows)

Opportunity to include corporate message of support on agency website.

Logo placement on homepage of agency website, event page and online fundraising platform

Mentions per social media channel (Twitter Facebook, Instagram) -may include highlight of partnership, image(s), link to sponsor website/social media channels.

Opportunity to provide a 30 second video to promote your support of the campaign, to be included on agency website and social media.

Campaign Materials



Logo placement in pledge sheets, flyers & e-messages sent to participants, sponsors and supporters.

Opportunity to include a message to all event participants in one of our e-newsletters.

Event Site - Plaza Bowl



Logo recognition at event registration area

Verbal mention of sponsors by emcee to event participants (minimum 15 times over 2 days)

Opportunity for company employees to participate in corporate event - May 26.

Lane Sponsor sign created by a Little Brother/Sister + thank you message on social media

Opportunity to provide promotional items/coupons/samples to participants.

Sponsor may supply 1 additional banner to be displayed at the alley

	PERFECT GAME Sponsor \$5,000	STRIKE Sponsor \$2,500	SPARE Sponsor \$1500	TEAM Sponsor \$1000
Name mention in Radio Segments & opportunity to participate in NTV segment (if scheduling allows)	●●			
Opportunity to include corporate message of support on agency website.	●●			
Logo placement on homepage of agency website, event page and online fundraising platform	●●	●●	●●	Name
Mentions per social media channel (Twitter Facebook, Instagram) -may include highlight of partnership, image(s), link to sponsor website/social media channels.	Min 7	Min 4	Min 2	Min 1
Opportunity to provide a 30 second video to promote your support of the campaign, to be included on agency website and social media.	●●			
Logo placement in pledge sheets, flyers & e-messages sent to participants, sponsors and supporters.	●●	●●	Name	
Opportunity to include a message to all event participants in one of our e-newsletters.	●●			
Logo recognition at event registration area	●●	●●		
Verbal mention of sponsors by emcee to event participants (minimum 15 times over 2 days)	●●	●●	●●	●●
Opportunity for company employees to participate in corporate event - May 26.	5 lanes 30 people	3 lanes 18 people	2 lanes 12 people	1 lane 6people
Lane Sponsor sign created by a Little Brother/Sister + thank you message on social media	●●	●●	●●	●●
Opportunity to provide promotional items/coupons/samples to participants.	●●	●●	●●	●●
Sponsor may supply 1 additional banner to be displayed at the alley	●●			

Call Kelly at 709-743-2356 or email Kelly.Leach@bigbrothersbigsisters.ca for more details and to discuss your participation as we plan to STRIKE it BIG for local kids.