

# BOWL For Kids' Sake

- ⇒ team building
- ⇒ bragging rights
- ⇒ friendly competition
- ⇒ an office party for a good cause!

Big Brothers  
Big Sisters



## It's time to 'strike it BIG' and get the ball rollin'. Let's bowl down barriers for local kids!

Our premier fundraising campaign is heading back to our *Bowl for Kids Sake* home at Holiday Lanes. Dust off your bowling shoes and plan to join us. 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.

### WHY PARTICIPATE?

**Bowl for Kids Sake** is our signature campaign that's been around for more than 45 years. The funds raised are crucial as the need for our mentoring programs increases. Every dollar helps us **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** 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 company name in front of event participants, donors and the entire Big Brothers Big Sisters network. We're excited to welcome participants in person at Holiday Lanes or if you prefer you can bowl virtually at work (ie. Wii bowling is great fun) or visit an alley on your own time. As always, there will be prizes, incentives, and an **amazing raffle to help you raise funds** and, of course, bragging rights for the companies who win each sector challenge!

### WHO BENEFITS?

BBBS serves **young people who face adversity** AND are **in need of** an additional consistent and supportive **Developmental Relationship**. Family challenges, financial insecurity, parental worry and stress are all felt by the children in a family. Having a mentor is proven to mitigate these challenges and improve overall well-being.

In the past 2 years **the need for mentors has increased by 102% in our community**. Currently **more than 140 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.

**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 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 and you will see measurable benefits for your company when you ignite potential for kids in our community. #BiggerTogether**

**CORPORATE EVENTS** - Thursday & Friday, May 4-5

**COMMUNITY DAY** - Sunday, April 30

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# SPONSOR

## Recognition & Deliverables

### Media Promotion



	PERFECT GAME Sponsor <b>\$5,000</b>	STRIKE Sponsor <b>\$2,500</b>	SPARE Sponsor <b>\$1750</b>	TEAM Sponsor <b>\$1000</b>
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 (3 sites)	●●	●●	●●	<b>Name</b>
Mentions per social media channel (Twitter Facebook, Instagram) -may include highlight of partnership, image(s), link to sponsor website/social media channels.	<b>Min 7</b>	<b>Min 4</b>	<b>Min 2</b>	<b>Min 1</b>
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 - Holiday Lanes



Logo recognition at event registration area	●●	●●		
Verbal mention of sponsors by emcee to event participants (minimum 15 times over 3 days)	●●	●●	●●	●●
Opportunity for company employees to participate in corporate event - May 4th-5th.	<b>5 lanes 30 people</b>	<b>3 lanes 18 people</b>	<b>2 lanes 12 people</b>	<b>1 lane 6 people</b>
Lane Sponsor sign created by a Little + 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	●●			

**For more details and to discuss your participation as we plan to STRIKE it BIG for local kids. Please connect with**

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