

BOWL For Kids' Sake

Helping local kids... is right up our alley!



APRIL 28 & MAY 2-3, 2024
HOLIDAY LANES

YOUR COMPANY CAN MAKE AN IMPACT... AND HAVE LOTS OF FUN WHILE YOU'RE AT IT!

LOCAL YOUTH NEED YOUR SUPPORT NOW, MORE THAN EVER.

We're looking for Sponsors and Teams to **strike it BIG** for youth facing adversity. Bowl for Kids Sake is an initiative that offers fun, team building and interaction for your business at a time when we need to re-connect.

WHY WE NEED YOU TO PARTICIPATE:

We are facing the highest waitlist in our history with more than **190 kids waiting for a Big.**

A high number of the youth in our programs are facing 4-6 childhood adversities like:

- child or family member experiencing mental health concerns
- living in unsafe neighbourhoods and/or experiencing bullying
- parental estrangement, death or incarceration
- household member with substance abuse problem
- child protection involvement or removal from home

In spite of these significant adversities, **you can help our youth flourish.** Research has proven that mentored youth receive tangible impacts from being involved in consistent, ongoing developmental relationships. Our programs promote healthy development in childhood, and create a foundation for improved school achievement, economic productivity, and responsible citizenship.



WHY BOWL FOR KIDS SAKE?

BBBS has no guaranteed source of funding. Bowl for Kids Sake is our signature fundraiser and all money generated supports programming for local youth. It's a great **team morale builder** and way for employees to connect with each other and with other companies. **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 name in front of event participants, donors and the entire Big Brothers Big Sisters network. **We supply the food, prizes, team photos, entertainment and 2 hours of glow bowling.**

Bowl for Kids Sake reaches a broad sector of businesses and encourages teams to fundraise, collaborate and celebrate their fundraising efforts with a bowling party. 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










SPONSOR

Recognition & Deliverables








Sponsor Profile/ Media

	TITLE Sponsor \$7,500	PERFECT GAME Sponsor \$5,000	STRIKE Sponsor \$2,500	SPARE Sponsor \$1,750	TEAM Sponsor \$1,000
Exclusive Company Name with Event (<i>Presented By...</i>)					
Name mention in Radio Segments & opportunity to participate in NTV segment (if scheduling allows)					
Company Name included in Media Release					
Opportunity to include corporate message of support on agency website					
Logo placement on homepage of agency website, event page and online fundraising platform (<i>1-3 sites based on level</i>)			Logo on Event Page	Logo on Event Page	Name on Event Page
Mentions per social media channel (FB, X, IG, LI) -may include highlight of partnership, image(s), link to sponsor website/social media channels	Min 7	Min 5	Min 2	Min 1	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					



Campaign Materials

Logo on Bowler Incentive item (i.e. T-Shirt)					
Logo placement in pledge sheets, posters & 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 sponsor by emcee to event participants (minimum 15 times over 3 days)					
Opportunity for employees to participate in corporate event - May 2 or 3 (<i>2 hrs bowling, pizza, prizes, photos & more</i>)	up to 9 lanes 54 people	6 lanes 36 people	3 lanes 18 people	2 lanes 12 people	1 lane 6 people
Lane Sponsor sign created by a Little and hung at alley for minimum of 7 days					
Sponsor may supply 1 additional banner to be displayed at the alley					
Opportunity to provide promotional items/coupons/samples to participants					
POST EVENT - Logo recognition in Annual Report			Name	Name	Name

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

leigh.fitzpatrick@bigbrothersbigsisters.ca
(709) 368-5437

kelly.leach@bigbrothersbigsisters.ca
(709) 743-2356

