

BOWL FOR KIDS' SAKE

50
YEARS



ERAS OF IMPACT

MAY 1-4, 2025
HOLIDAY LANES

Big Brothers
Big Sisters

CELEBRATE 50 YEARS OF IGNITING POTENTIAL!

Join us for the Eras of Impact Tour as we celebrate 50 years of transforming lives!

ARE YOU READY FOR IT!

Big Brothers Big Sisters is celebrating five decades of creating life-changing friendships for young people! Just like Taylor Swift's iconic Eras Tour, we're taking a journey through the decades—from the groovy '70s to today's modern hits. Lace up your bowling shoes, gather your friends and co-workers, and **get ready to shake it off** at the lanes for a great cause! Let's make this milestone celebration a *masterpiece* together!

Since 1975, BBBS has been creating meaningful, long-term mentorships that help kids reach their full potential. Thousands of Bigs and Littles have been connected, **providing the guidance and encouragement young people need to succeed.**

This event isn't just a celebration of 50 years of impact—it's your chance to help us **continue this work for decades to come.**



WHY BOWL FOR KIDS SAKE?

Each year our agency has to raise 100% of the revenue we require to support youth facing adversity. Every dollar raised will directly support our mission to ignite the potential in youth and provide them with life-changing opportunities. It's a great **team morale builder** and a great way for employees to connect with each other and 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 YOU CAN JOIN THE 'ERAS OF IMPACT'

Get involved by entering one or more teams or selecting a sponsor level that puts your company's name in front of event participants, donors, and the entire Big Brothers Big Sisters network. We'll provide the **food, prizes, team photos, entertainment, and two hours of glow bowling.** Bowl for Kids' Sake (BFKS) engages a diverse range of businesses, encouraging teams to fundraise, collaborate, and celebrate their efforts with a fun-filled bowling party.

In addition to extensive word-of-mouth promotion through our network and the broader community, BFKS benefits from robust support across both social and traditional media platforms. Explore our sponsorship opportunities and discover the measurable benefits for your business as you help ignite potential in kids throughout our community. **#BiggerTogether**



CORPORATE EVENTS - Thursday & Friday, May 1-2

COMMUNITY DAY - Sunday, May 4



SPONSOR

Recognition & Deliverables



Sponsor Profile/ Media

TITLE Sponsor	PERFECT GAME Sponsor	STRIKE Sponsor	SPARE Sponsor	TEAM Sponsor
\$7,550	\$5,050	\$2,550	\$1,850	\$1,050

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 1 or 2 (<i>2 hrs bowling, pizza, prizes, photos & more</i>)	up to 5 lanes 30 people	4 lanes 24 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

NEW OPPORTUNITIES available for our 50th Anniversary.

—see the next page for details!



NEW OPPORTUNITIES!

FUEL THE FUN \$3,550

Provide pizza for participants and be celebrated as the key to the fun fuel!

Includes all benefits from the **STRIKE Sponsor +**

- Logo recognition at Refreshment area
- Sponsor may supply one additional banner to be displayed at the Refreshment area
- Option to provide participants with promotional items or coupons
- Logo in agency Annual Report

THREADS OF FRIENDSHIP \$3,050

Provide each participant with a 50th anniversary friendship bracelet packaged with your branded logo!

Includes all benefits from the **SPARE Sponsor +**

- Friendship Bracelet given to all participants **branded with your logo** on the bag (+500 people last year)
- Option to provide participants with promotional items or coupons
- Logo in agency Annual Report

GAME CHANGER \$2,550

Bring the fun to the lanes with crowd-favorite games like Plinko and Wine on the Line!

Includes all benefits from the **TEAM Sponsor +**

- Recognition as the sponsor for all games during 3-day campaign (minimum 10 events) with "Game Presented By [COMPANY NAME]" announced
- Logo recognition at game area (ie. on Plinko board & logo tag on wine bottle)

For more details or to discuss your participation as we **Bowl through the ERAS**, please contact:
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