

BOWL FOR KIDS' SAKE

- ◆ 2009 will be the 26th year for Bowl For Kids' Sake
- ◆ In 2008 a total of 3,939 bowlers participated in 14 central Kentucky counties
- ◆ In 2008 this event raised over \$531,000 to benefit children in all 14 counties. Bowl For Kids Sake funds account for 43% of our operating revenue
- ◆ More than 22,000 area residents pledged money in 2008.
- ◆ Companies and groups participating in 2008 included banks, hospitals, insurance companies, radio and TV stations, industry, utilities, home builders, engineers, state government, colleges/universities, churches, civic groups and schools.
- ◆ Bowl For Kids' Sake took place in eleven different bowling centers representing 14 central Kentucky counties: Anderson, Bourbon, Boyle, Clark, Fayette, Franklin, Garrard, Jessamine, Lincoln, Madison, Mercer, Montgomery, Scott, Woodford.
- ◆ During January, February, March and April 2008, Bowl For Kids' Sake will be covered by TV and Radio stations and local newspapers.

Presenting Sponsor in 2008 was Ashland, Inc.

7-10 Split Challenge presented by EDS

Corporate Gold Sponsors in 2008 were Applebee's, Ashland, Inc, Coca Cola, WKYT-TV, Arby's, Toyota, Clear Channel 94.5, Outback Steakhouse, Chase Bank, First Southern National Bank, Humana, Little Caesars Pizza, National City Bank, Central Baptist Hospital, Lexington Horsemen, AT&T, First Gear, United Healthcare and The Walker Company.



Big Brothers Big Sisters of the Bluegrass
Bowl For Kids' Sake 2009
Media & Marketing Plan

\$2,500 Gold Sponsor

- a) Logo placed on a minimum of 25 PSA's (10, 15, 20, 30 second spots) on WKYT Television. Spots would air starting February 25, 2009, with increased frequency starting March 1, 2008, through March 31, 2008.
- b) Company logo placed on WKYT television website
- c) Radio PSA's on Clear Channel Stations will begin March 1st running through March 31st.
- d) Company logo placed on 25,000 pledge sheets.
- e) Company logo placed on back of a minimum of 5,500 tee-shirts.
- f) Company name and logo displayed on large banner to be placed in all bowling centers in Central Kentucky. These banners will be visible to over 20,000 people.
- g) Special recognition in the Big Brothers Big Sisters newsletter.
- h) Company invited to attend county kick-off luncheons.
- i) Verbal recognition at 25 bowling events and 12 kick-off luncheons
- j) Your company logo placed on BBBS webpage. (bbbs-bluegrass.org)



**Big Brothers Big Sisters of the Bluegrass
Bowl For Kids' Sake 2009**

Media & Marketing Plan

\$1,000 Silver Sponsor

- a) Name placed on back of 1,000 tee-shirts.
- b) Name placed on 2' X 2' sign to be placed in bowling centers in Central Kentucky. These signs will be visible to over 20,000 people.
- c) Special recognition in the Big Brothers Big Sisters newsletter.
- d) Verbal recognition at 25 bowling events and 12 kick-off luncheons.
- e) Special invitation to county kick-off luncheons.



Big Brothers Big Sisters of the Bluegrass
Bowl For Kids' Sake 2009
Media & Marketing Plan

\$500 Sponsor a Team of Children

- a) Name placed on 2' X 2' sign to be placed in bowling center during Bowl For Kids' Sake to be visible to a minimum of 1,000 – 2,000 people.
- b) Five Little Brothers and Sisters will bowl under your company name. Each child will receive a t-shirt, free bowling and food and drinks.
- c) Special recognition in the Big Brothers Big Sisters newsletter.
- d) Verbal recognition at the bowling event.



Big Brothers Big Sisters of the Bluegrass

Bowl For Kids' Sake 2009

Media & Marketing Plan

\$250 Lane Sponsor

- a) Name placed on 2' X 2' sign to be placed in bowling center during Bowl For Kids' Sake to be visible to a minimum of 1,000 – 2,000 people.
- b) Special recognition in the Big Brothers Big Sisters newsletter.
- c) Verbal recognition at the bowling event.