



Big Brothers Big Sisters of Kentuckiana

Become a sponsor and start something Big for Kentuckiana kids!



Thank you for considering becoming a Bowl For Kids' Sake corporate sponsor. This popular and well-established fund-raising event for our organization generates a huge portion of our operating dollars. It is vital to our mission of helping children reach their potential through professionally supported, one-to-one relationships in 12 Kentucky and Indiana counties. We truly appreciate any support you can give.

The benefits and value of sponsorship

Big Brothers Big Sisters heavily promotes and advertises Bowl for Kids' Sake over the course of three months on a variety of mediums. This gives your brand and business exposure to a mass audience, in addition to over 3,000 participants and 350 participating organizations. The following list represents over \$100,000 worth of marketing exposure from 2011:

Outdoor/Print

- 15 billboards
- Five bus shelters
- Ten king-size bus panels
- Four 3-column x 5-inch ads in the Courier Journal
- Three Business First Ads, half page
- Two full color banners hung at Rose Bowl Lanes

Radio

- Cox Radio, 107.7 SFR – \$10,000 in air time, morning show live remote broadcast, interviews
- Louisville public media – 30 spots run across all three stations, interviews on WFPK & WUOL
- Mainline broadcasting, Magic 101.3

TV

- Public service announcement – WHAS

Online

- Courier Journal – 200,000 run-of-site impressions on courier-journal.com
- Cox Radio, 107.7 SFR – Web and email exposure
- Louisville Public Media – Web presence across three sites – Two member e-blasts across three stations

What we do makes a big impact

National research has shown that positive relationships between youth and their Big Brothers and Big Sisters have a direct and measurable impact on children's lives – contributing to better schools, stronger communities, and brighter futures. Little Brothers and Sisters are:

- More likely to obtain a college degree
- Able to get along better with their families
- More likely to volunteer when they are adults

Thanks again for your consideration!

How you can help

Sponsorship

We offer several levels of sponsorship options – from \$250 to \$50,000. Each option comes with a variety of benefits that will give your company positive exposure.

	Title Sponsor \$50,000	Presenting \$25,000	Memory Maker \$10,000	Magic Maker \$5,000	Friend- ship Maker \$2,500	Moment Maker \$1,000	Lane Sponsor \$500	Specialty Bowl Lane Sponsor \$250
Event name incorporates sponsor name, used in all official correspondence and publicity	✓							
Recognition as Title Sponsor on all printed advertising and promotional materials	✓							
Top billing on all event collateral material and signage	✓							
Company logo on all public signage (15 billboards, 5 bus stop shelters, 10 bus kings)	✓	✓						
Company logo on all event PSAs (unless prohibited by specific media)	✓	✓	✓					
Company logo on Bowl For Kids' Sake t-shirts (3,000)	✓	✓	✓					
Company logo on all print advertising (unless prohibited by specific media)	✓	✓	✓	✓				
Company logo on Bowl For Kids' Sake pledge sheets (30,000)	✓	✓	✓	✓	✓			
Company logo on Bowl For Kids' Sake posters (1,500)	✓	✓	✓	✓	✓			
Company logo on Bowl For Kids' Sake postcards (1,500)	✓	✓	✓	✓	✓			
Opportunity to have a company table at a Bowl For Kids' Sake event	✓	✓	✓	✓	✓			
Opportunity to include product and/or marketing materials in team goodie bags	✓	✓	✓	✓	✓	✓		
Company logo on banner displayed at all events							✓	
Company logo on thank-you poster displayed at all events	✓	✓	✓	✓	✓	✓	✓	
Recognition in the agency e-newsletter	✓	✓	✓	✓	✓	✓	✓	
Recognition in the agency e-blasts	✓	✓	✓	✓	✓	✓	✓	
Verbal recognition at all bowling events during the 2011 season	✓	✓	✓	✓	✓	✓	✓	
Verbal recognition at 2011 kickoff luncheons and thank-you luncheon	✓	✓	✓	✓	✓	✓	✓	
Company logo on lane sponsor banners at all events	✓	✓	✓	✓	✓	✓	✓	
Mention of your company's sponsorship in connection with social media marketing initiatives	✓	✓	✓	✓	✓	✓	✓	✓
Use of official logo in your own advertising	✓	✓	✓	✓	✓	✓	✓	✓
On-site employee Lunch & Learn session hosted by Big Brothers Big Sisters staff at your place of business	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in the Big Brothers Big Sisters of Kentuckiana Annual Report	✓	✓	✓	✓	✓	✓	✓	✓
Company logo placement on www.bbbsky.org	✓	✓	✓	✓	✓	✓	✓	✓
Company logo placement on www.bowlforkidssake.com	✓	✓	✓	✓	✓	✓	✓	✓
Company logo on lane sponsor banner at specialty events								✓
Help children in Kentuckiana reach their potential through professionally supported, one-to-one relationships with measurable impact	✓	✓	✓	✓	✓	✓	✓	✓

Company Bowls

Organize a company bowl with a minimum of 10 teams. You can pick your own date, time and place.

Please contact your local Big Brothers Big Sisters office for more information or visit www.bowlforkidssake.com