

BIG BROTHERS BIG SISTERS
B  **OWL**
FOR KIDS' SAKE

building a national corporate partnership





what is bowl for kids' sake?

Bowl for Kids' Sake is Big Brothers Big Sisters signature fundraiser. In addition to sponsorships, money is raised through teams of 4-6 people who ask their friends, family members, coworkers or vendors to make a donation to Big Brothers Big Sisters. Most teams are able to raise between \$500 - \$1,500. 100% of the money raised stays in the local community to match more children with caring adult mentors. As a thank you for the team's support and enthusiasm, Big Brothers Big Sisters hosts a fun, celebratory party at a local bowling center to congratulate each team's fundraising goals! No bowling expertise is required!

what is its impact?

BFKS occurs in over 400 communities in most markets across the country and is the largest bowling fundraising campaign in the USA.

Did you know that over 10,000 companies, 125,000 participants and 375,000 donors work together to raise \$24,000,000 each year? Most connect with us through our online or digital platforms, which reach 60% of all participants.

why get involved?

Bowl for Kids' Sake is a great way to increase your visibility across the country while giving your employees a way to make an impact on their local communities.

national sponsorship opportunities

\$1,000,000 Platinum Sponsor

Join us in NYC for the world's largest bowling party during National Mentoring Month, January 2015. **Jamie Foxx**, along with other special guests, will be invited to help promote the world's largest bowling party and drive donations to Big Brothers Big Sisters! Our Platinum Sponsor will donate \$1 per bowler and \$5 per spare or strike during our day-long celebration. To achieve a national reach, those not in NYC can visit www.bbbs.org/bowl to donate and have those donations matched, up to \$1,000,000. There is also the opportunity to replicate this event in additional markets.

The decision must be made by September 30, 2014 for January execution.

\$500,000 Gold Sponsor

You will be our featured sponsor at the Bowl for Kids' Sake Kick Off event held in New York City in January 2015. You will have the option to develop a uniquely designed recognition opportunity in 20 markets.

\$250,000 Silver Sponsor

You will have the opportunity to develop a winter or spring cause marketing campaign to raise funds for Bowl for Kids' Sake and have the option to help develop a uniquely designed recognition opportunity in 10 markets.

\$100,000 Technology Sponsor

You will receive logo recognition on the Bowl for Kids' Sake website and Recognition on Bowl for Kids' Sake website, and emails, used by over 50,000 people a year. You will also receive recognition through the Bowl for Kids' Sake Mobile App, which is used by 5,000+ people per year.



ALL SPONSORS AT THE MINIMUM LEVEL OF \$100,000 RECEIVE THE FOLLOWING BENEFITS:

- Opportunity for targeted communication to Big Brothers Big Sisters network
- Featured on Bowl for Kids' Sake website for the entire 2015 Campaign
- Featured on www.bbbs.org for one week
- Complimentary invitations to BFKS National Kick Off event for up to 4 guests

national team opportunities

\$150,000 Platinum National Team

- Donate at least **\$15,000** to Big Brothers Big Sisters of America
- Participate in at least **15 local events**, with employees raising at least \$150,000
- Corporate Sponsorship can account for up to **\$75,000** of donation amount

\$100,000 Gold National Team

- Donate at least **\$10,000** to Big Brothers Big Sisters of America
- Participate in at least **10 local events**, with employees raising at least \$100,000
- Corporate Sponsorship can account for up to **\$50,000** of donation amount

\$50,000 Silver National Team

- Donate at least **\$5,000** to Big Brothers Big Sisters of America
- Participate in at least **5 local events**, with employees raising at least \$50,000
- Corporate Sponsorship can account for up to **\$25,000** of donation amount

ALL NATIONAL TEAMS WILL RECEIVE THE FOLLOWING:

- Logo Recognition on Bowl for Kids' Sake national website according to tier
- Custom corporate landing page that tracks your fundraising across the country
- Complimentary invitations to BFKS National Kick Off event for up to 4 guests
- Company recognition by text or logo at www.bbbs.org for one week
- All other benefits, including local market recognition customized in coordination with the sponsor

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Big Brothers Big Sisters

For more information, contact Jennifer Ashbaugh at Jennifer.Ashbaugh@bbbs.org or visit bbbs.org/bowl