

2024 Bowl for Kids' Sake Event Overview

Our Mission

Here at Big Brothers Big Sisters of Dane County **we're committed to igniting the power and potential of youth through one-on-one mentoring.** With nearly 500 youth served each year, we develop positive relationships throughout our community that have a direct and lasting effect on the lives of young people.

Bowl for Kids' Sake

Bowl for Kids' Sake is our signature peer-to-peer fundraiser. Teams of 4-6 people come together to raise at least \$100 each or \$500 total per team. Participants often seek donations from friends, family and colleagues to support their bowling efforts. Teams celebrate their success with a night of bowling that also involves prizes, costume contests and a festive themed atmosphere making it an enjoyable social activity for participants while contributing to a meaningful mission.

Cost-Effective Fundraising

We take pride not just in raising a significant amount of money through this event, but in doing so while keeping costs down. Bowl for Kids' Sake is an extremely cost-effective event, generating more than \$10 for every \$1 spent. So when you choose to be an event sponsor with BBBS, you can do so knowing that your dollars are being used wisely, maximizing the investment that goes back to our Matches. There is no cost for Littles and their families to participate in our program, so the dollars raised (and saved) at these events are vital to our work.

Our Audience

With an expected 300+ participants in Bowl for Kids' Sake, event sponsors receive exposure to a large audience of community-minded business and community leaders. Bowl for Kids' Sake And while this event is a crucial piece of our organization's fundraising strategy, it also provides additional benefits, like broadening our visibility in the community and recruiting more volunteer mentors. Our corporate sponsors are central in helping us share our mission and grow our reach.

The Sponsor Experience

As a sponsoring company for Bowl for Kids' Sake you'll receive both recognition benefits and an opportunity to encourage participation for your employees and/or professional network. All sponsor benefits are outlined in the attached document. In addition to reaching the participants of Bowl for Kids' Sake all sponsors \$1000 and up will also be recognized on our other spring fundraiser, THE HUNT. THE HUNT has an additional and separate audience of 400+ participants. If there are additional or alternative benefits that would create a more meaningful sponsorship experience for your company please reach out as we are happy to connect with you individually to align our benefits with your priorities.

Join Us

The mentoring relationships we foster are only made possible when individuals and corporate supporters come together, collectively working to make a difference. If you're in a position to give in 2024, we hope you'll consider joining us as an event sponsor for Bowl for Kids' Sake. **We are confident in our ability to provide a meaningful sponsorship experience** for you and your colleagues, and look forward to partnering with you in support of mentoring.

B W L

FOR KIDS' SAKE

Kingpin - \$5000

- Exclusive sponsor to be listed with logo on BBBS website event page noting company as Kingpin sponsor
- Logo on all marketing materials for Bowl for Kids' Sake including web, social media, printed materials and t-shirt given to all participants
- Company table/involvement at each bowling night (optional)
- Logo on signage and screens at each bowling event
- Social media posts before and after event - includes post exclusively highlighting your business
- Entry fee waived for all bowling participants
- 5- Pizzas and beverage pitchers for bowlers on sponsor bowling night

Perfect Score - \$2500

- Logo on all marketing materials for Bowl for Kids' Sake including web, social media, printed materials and t-shirt given to all participants
- Logo on signage and screens at one specific bowling event
- Specific social media recognition for your company on two specific days during the event
- Entry fee waived for up to 6 Bowl For Kids' Sake bowling teams/30 participants
- 4- Pizzas and beverage pitchers for bowlers on sponsor bowling night

Lucky Spare - \$1000

- Logo on all marketing materials for Bowl for Kids' Sake including web, social media, and printed materials
- Specific social media recognition for your company on one specific day during the event
- Entry fee waived for up to 2 Bowl For Kids' Sake bowling teams/10 participants
- 2- Pizzas and beverage pitchers for bowlers on sponsor bowling night

Team Sponsor - \$500

- Company name included on on Bowl for Kids' Sake website, social media and printed material
- Entry fee waived for 1 Bowl For Kids' Sake bowling team/5 participants (\$500 level)
- 1- Pizza and beverage pitcher for bowlers on sponsor bowling night