

Kingpin - \$5000

Exclusive Recognition: Your company will be exclusively listed as the Kingpin Sponsor with your logo on the Bowl for Kids' Sake save-the-date and emails announcing registration is open for the event.

Prominent Logo placement: Prominent placement of logo on all marketing materials for Bowl for Kids' Sake including email, social media, printed materials, and signage. Prominent placement of company logo on t-shirts given to all participants.

Event Access and Participant Experience: Registration fee waived for all bowling participants for your company, plus 5 pizzas and beverage pitchers provided for bowlers on sponsor bowling night

Social Media Exposure: You will benefit from dedicated social media posts before and after the event, including one exclusively highlighting your business.

Perfect Score - \$2500

Sponsor Recognition and featured logo exposure: Featured logo placement on all marketing materials for Bowl for Kids' Sake, including email, social media, printed materials, and signage. Featured placement of company logo t-shirts given to all participants.

Event Access and Participant Experience: Registration fee waived for up to 30 bowling participants for your company plus 4 pizzas and beverage pitchers provided for bowlers on sponsor bowling night

Social Media Exposure: Benefit from a dedicated social media post after the event highlighting your business.

Lucky Spare - \$1000

Sponsor Recognition and standard logo exposure: Standard logo placement on all marketing materials for Bowl for Kids' Sake, including email, social media, printed materials, and signage.

Event Access and Participant Experience: Registration fee waived for up to 10 bowling participants for your company, plus 2 pizzas and beverage pitchers provided for bowlers on sponsor bowling night.

Social Media Exposure: Benefit from dedicated social media posts on one specific day during the event highlighting your business.

Team Sponsor - \$500

Sponsor Recognition: Your company's name will appear on the BBBS website event page and in emails announcing the event.

Event Access and Participant Experience: Registration fee waived for up to 5 bowling participants for your company, plus 1 pizza and beverage pitcher provided for bowlers on sponsor bowling night.

2025 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 600 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 fundraising event, where teams of 4-6 people come together to raise at least \$100 per person or \$500 per team. Participants rally support from friends, family, and colleagues, gathering donations to fuel their bowling efforts and make an impact. To celebrate their success, teams enjoy a fun-filled night of bowling, complete with exciting prizes, costume contests, and a lively, themed atmosphere. It's more than just bowling – it's a memorable social event that brings people together for a meaningful cause, making a difference in the lives of children.

Cost-Effective Fundraising

We are proud not only of the significant funds raised through Bowl for Kids' Sake, but also of our ability to do so efficiently. This event is highly cost-effective, generating over \$10 for every \$1 spent. By becoming an event sponsor with BBBS, you can be confident that your contribution is being used wisely, maximizing the impact on our Matches. Participation in our program is completely free for Littles and their families, making the funds raised—and the savings achieved—through events like this essential to supporting our mission and expanding our work.

Our Audience

With over 300 participants expected at Bowl for Kids' Sake, event sponsors gain valuable exposure to a large audience of community-minded business leaders and community members. While this event plays a vital role in our fundraising strategy, it also offers significant benefits, such as expanding our community presence and attracting new volunteer mentors. Our corporate sponsors are instrumental in helping us share our mission and extend our impact, making them key partners in our efforts to grow and serve more children in need.

The Sponsor Experience

As a sponsor of Bowl for Kids' Sake, your company will receive valuable recognition along with the opportunity to engage your employees and professional network in this impactful event. Details of all sponsor benefits are outlined in the attached document. Additionally, sponsors contributing \$1,000 or more will also receive recognition at our other spring fundraiser, THE HUNT, which attracts a separate audience of over 300 participants. If there are specific benefits or customizations that would make your sponsorship experience more meaningful, we'd be happy to connect and tailor a package that aligns with your company's goals.

Join Us

The impactful mentoring relationships we create are only possible through the collective support of individuals and corporate partners working together to make a difference. If you're in a position to give in 2025, we invite you to consider joining us as an event sponsor for Bowl for Kids' Sake. **We are committed to providing a rewarding and meaningful sponsorship experience for you and your team, and we look forward to partnering with you to support the power of mentoring.**