



BOWL FOR KIDS' SAKE 2022

March 9, 2022

Dear Community Partner,

Bowl for Kids' Sake will be held on **April 10th at the Esterhazy Bowl Arena**. We would like to invite you to be a part of this exciting event by **becoming one of our sponsors** in support of our mentoring programs.

In exchange for your sponsorship contribution, we will offer you the great advertising benefits as outlined in the enclosed sponsorship prospectus. It is a great opportunity to promote your business and show that you care about kids! Please let us know what you are willing to commit to as soon as possible so we can outline how everyone could benefit from the sponsorship opportunities.

Did you know that every \$1 invested in mentoring through Big Brothers Big Sisters has an \$18 return value as youth reach their true potential and give back to society? We are a charitable non-profit organization that relies on the generosity of our community. The more funds we raise with your help the more children will benefit from mentoring. Each time we pair a child with a mentor or introduce a group of students to an in-school program, we **start something** incredible — a life-changing relationship built on friendship, trust and empowerment.

Our Mission is to enable life-changing mentoring relationships to ignite the power and potential of young people. We believe that by changing the course of young lives we can change the course of a community's future. It could lead to a reduction in poverty and unemployment, to safer schools and neighborhoods, and to a renewed optimism for growth. Whether it is in the form of time or money there is no more important investment we as individuals can make than in helping our community's children realize – and share – their full potential. We hope you will also **consider entering a team in this year's event as well**. Lace up for the most important fundraising event of the year and start something big. It is a commitment of only up to two hours, a chance to win great prizes and have lots of fun.

You could help us to make a difference in the lives of so many children. Please contact us at (306) 782-3471 or email me at bbbs.yorktonarea@bigbrothersbigsisters.ca for more information. We look forward to continuing to help change lives for the better with your support.

Sincerely,

Irma Van De Bon-Nicol

Executive Director

Big Brothers Big Sisters of Yorkton and Area





**Big Brothers
Big Sisters**
OF YORKTON AND AREA

SPONSORSHIP OPPORTUNITIES - Esterhazy

Bowl For Kids Sake 2022

Bowl For Kids' Sake is Big Brothers Big Sisters' premier fundraising event where people like you get together with friends, family, and co-workers while you take time to play and have a fun time in support of Big Brothers Big Sisters mentoring programs in your community. We invite you to join us and challenge your team's bowling skills and teamwork while competing for prizes for highest pledges, best costume, and best teamwork!

Our mission is to enable life-changing mentoring relationships to ignite the power and potential of young people. Your support makes a difference. The money raised stays in the community and supports programs that DO make a real and measurable difference to kids!

If you would like to commit as a sponsor of our Bowl For Kids 2022 contact us by **March 27, 2022** to be in our TV, radio and print campaign.

COBALT Sponsor—\$5,000

EVENT PARTNER

MEDIA PACKAGE

- Named EVENT: Title sponsor
- Name mention in 2 radio mentions
- Logo placement in 2 print ads
- Logo placement on website
- Logo placement, links, and ongoing mention on our social media sales (Twitter and Facebook)

CAMPAIGN MATERIAL

Logo placement:

- 800 e-messages
- Logo on campaign t-shirt given to participants raising over \$50.
- 1 x 3 Ad on score sheet
- "Thank you" ad in the Four-Town Journal and Yorkton This Week
- Posters associated with campaign

EVENT SITE RECOGNITION

- Large Logo on banner for the duration of the BFKS event
- Banner displayed at BFKS Awards event
- Verbal mention of sponsors by emcee to event participants during each session
- 2 hours of bowling fun for 5 to join this fun event, recognition, and thank you's.
- Presentation of award at our annual Community Appreciation event

TITANIUM Sponsor—\$2,500

CORPORATE PARTNER

MEDIA PACKAGE

- Named CORPORATE: Title sponsor of event
- Name mention in 1 radio mention
- Name in 2 print ads
- Logo placement on website

CAMPAIGN MATERIAL

Name mention:

- 500 e-messages
- Logo on campaign t-shirt given to participants raising over \$50.
- "Thank you" ad in the Four-Town Journal and Yorkton This Week
- Name on score sheet
- Logo on posters associated with event

EVENT SITE RECOGNITION

- Logo on banner for the duration of BFKS event
- Logo on poster at Awards event
- Verbal mention of sponsors by emcee to event participants during each session
- 2 hours of bowling fun for 5 to join this fun event, recognition, and thank you's.
- Presentation of award at our annual Community Appreciation event

PLATINUM Sponsor — \$ 1000

MEDIA PACKAGE

- Sponsor's Corporate logo will be displayed on our website for one year
- Radio mention and name in print ad

CAMPAIGN MATERIALS

- Corporate logo on all posters and in print campaign and social media ads
- "Thank you" ad in the Four-Town Journal and Yorkton This Week

- Logo on campaign t-shirt given to participants raising over \$50.

EVENT SITE RECOGNITION

- Corporate logo displayed on banner at BFKS and during Awards event
- Business name mentioned by emcee BFKS event
- Sponsor's name on product will create continuous self-advertisement
- For \$1000. cash donation—2 hours of bowling fun for 5 to join this fun event, recognition, and thank you's.

PLUS your choice of Team Building package below:

BOWLING "TEAM BUILDING" PARTNER

A gift certificate for one hour of bowling at a later date to further team building. For any sponsor of \$1000 or more.

Named "TEAM BUILDING" PARTNER

A \$50 gift certificate from Boston Pizza. For any sponsor of \$1000 or more. Sponsorship supports children in our one-to-one mentoring and group programs.

GOLD Sponsor — \$ 600

CAMPAIGN MATERIALS

- "Thank you" ad in the Four-Town Journal and Yorkton This Week
- Business name on all pamphlets and posters
- Social media mention and thank you. on Facebook and Twitter
- Business Name mentioned by announcers during the event

EVENT SITE RECOGNITION

- Business name on banner during event and on poster at Awards event
- Business name and gift donation mentioned by announcers during event
- Sponsor's name on product will create continuous self-advertisement

SILVER Sponsor — \$ 300

CAMPAIGN MATERIALS

- "Thank you" ad in the Four-Town Journal and Yorkton This Week
- Social media mention and thank you. on Facebook and Twitter

EVENT SITE RECOGNITION

- Business name on banner during event and on poster at Awards event
- Business Name mentioned by announcers during the event

BRONZE Sponsor-\$150

Prizes for Give-Aways

BRONZE Sponsor -\$150 plus

- Business name on poster at the park during event
- Business name mentioned by announcers during event
- "Thank you" ad in the Four-Town Journal and Yorkton This Week
- Social media mention

Door Prize or cash donation under \$150.00

- Sponsor's name on product donated will create continuous self-advertisement
- Business and Gift donation mentioned during give away.

Creating Brighter Futures Through Mentoring

CHARITABLE RECEIPT FOR ALL DONATIONS

Big Brothers Big Sisters of Yorkton and Area enables life-changing mentoring relationships to ignite the power and potential of young people. Every \$1 invested in mentoring through Big Brothers Big Sisters has an \$18 return value as youth reach their true potential and give back to society. Big Brothers Big Sisters is a charitable non-profit organization and we rely on the generosity of our community. Whether it's in the form of time, talent or money there is no more important investment we as individuals can make than in helping young people unlock their full potential.

Your Sponsorship will make a Big Difference LET US KNOW BEFORE MARCH 27th TO RECEIVE ALL THE ADVERTISING

In fact, it will start something. Mentoring changes the course of young lives, which, in turn, can change the future of communities by making them better places to work, live and thrive. Research shows children who have been mentored have increased self confidence and are more likely to stay in school-empowering them to succeed, give back and realize their true potential. Thanks from all the kids!

Esterhazy Bowl Arena– April 10, 2022

WHAT IS IT?

Bowl for Kids' Sake is Big Brothers Big Sisters of Yorkton and Area most important fund raising event to support the delivery of local children and youth mentoring services.

- Step 1** Team captains put together a team of 5 people
(office, family, church, businesses, politicians, media, sports, friends, neighbors)
- Step 2** Each participant collects a minimum of \$30 in pledges to compete
Collect \$50.00 in pledges and receive a Bowl For Kids Sake Campaign T-Shirt.
- Step 3** You choose the 2-hour time most suited for your team.
- Step 4** Compete and WIN Incredible prizes for highest team, highest individual pledge, and guaranteed pledge levels plus highest score! HAVE FUN!!!

WHY WHY WHY PARTICIPATE?

Big Brothers, Big Sisters & Mentors of all kinds make a difference in a child's life, simply by being together with friends or co-workers, enjoy 2 hours of free activities & lots of laughs!

What to expect the day of:

Arrive at Bowl Arena half hour before your bowling time to finish registration.

Pledge Sheets and money raised must be handed in prior to bowling or prior to BFKS event.

A **Campaign T-Shirt** will be given for over \$50 pledges.

Guaranteed prize levels for pledges raised and grand prizes for highest levels raised awarded at a later date.

Have fun: A change of shoes can change a life and give you a chance to win prizes.

GLOW BOWLING TIME

Sunday, April 10, 2022

2:00-4:00pm

Helpful Hints

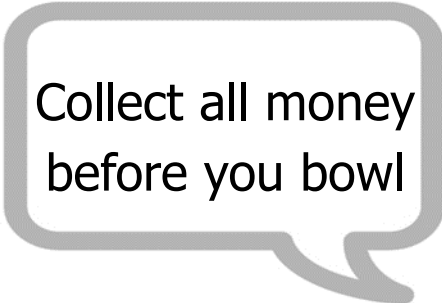
Your request for pledges is made on behalf of the children that are in need of mentoring. Money raised will go towards recruiting, screening and match supports for the child and his/her Mentor/Big Brother/Big Sister as well as the many group activities they can participate in.



Communicate
The Cause

Keep your sponsor sheet handy:

It's easy to fill your pledge sheet, if you have it with you & you remember to ask. Email or Facebook your friends and invite them to our event! Or Fundraise online by sending potential sponsors to the event page and donate to your team name.



Collect all money
before you bowl

Use the telephone or the computer

You can donate or sign up at <https://yorkton.bigbrothersbigsisters.ca/event/melvilleBFKS/>
or
email bbbs.yorktonarea@bigbrothersbigsisters.ca

ALL DONATIONS OVER \$10 RECEIVE A CHARITABLE RECEIPT

If collecting pledges through online donations through our website bring a list of the commitment of pledges to be added to your total. Bring all money collected and your pledge sheet when you bowl so we can award you the appropriate prize(s).

For more pledge sheets or help registering Call (306)782-3471 Text (306) 740-7930
email bbbs.yorktonarea@bigbrothersbigsisters.ca