



**Big Brothers Big Sisters**  
of Saint John

servicing Saint John, Kings and Charlotte Counties

January 17, 2019

Dear Manager,



On behalf of Big Brothers Big Sisters of Saint John, I am very pleased to announce our annual **Bowl for Kids Sake** campaign with three event days being held on **Saturday, May 4<sup>th</sup>, Wednesday, May 8<sup>th</sup> and Thursday, May 9<sup>th</sup> in Saint John** (tentative dates) with a ‘*Star Wars*’ theme!

Bowl for Kids Sake is Big Brothers Big Sisters most important fundraising event of the year, with one-third of our annual operating costs raised by this event. Without the support of companies like yours who care about the future of our youth we would be unable to achieve such success during this event. On average, each of the 600 event participants collect 20 pledges...that’s 12,000 people who hear about our campaign from a friend or colleague. In addition to this tremendous word-of-mouth promotion, Bowl for Kids Sake is supported by a comprehensive media campaign that includes radio, email, print and website advertising.

The vision of Big Brothers Big Sisters is to ensure that ‘every child who needs a mentor has a mentor’. For over 100 years, Big Brothers Big Sisters in Canada has been making a positive difference in the lives of children and youth! An investment in Big Brothers Big Sisters is an investment in our future!

Quality mentoring programs have demonstrated that:

- Mentoring is a highly recognized protective factor that mitigates life events such as poverty, mental illness or the breakdown of one’s family
- Youth at risk who have a mentor are less likely to engage in negative behavior, thus reducing the likelihood of future criminal activity
- Mentoring provides our youth with the skills necessary to reach their full potential and succeed as adults
- Having a mentor’s guidance provides youth with the self-confidence they need to stay in school and thrive
- Mentoring provides the foundation for healthy emotional and social development as youth progress from childhood to adulthood. This is a cornerstone to academic success.
- Mentoring programs improve a young person’s ability to connect with family and peers, which builds their resilience and guards against bullying

**With all of this in mind, we are hoping you will consider supporting our efforts by agreeing to become one of the event sponsors as outlined in the next two pages.** Your support will go a long way towards ensuring that over 400 children and youth in Southern New Brunswick benefit from having a Big Brother, Big Sister, In School Mentor or a group program Mentor and support throughout the year.

Thank you in advance for your consideration of this request. If you have any questions or require additional information, please do not hesitate to contact me. We look forward to hearing from you.

Warmest Regards,

Laurie Collins



**Serving Greater Saint John, Charlotte County and Kings County**

39 King St, Level 3, C-Loop, Brunswick Square, Saint John, NB E2L 4W3

Office - 635-1145 Fax - 633-7781

[www.bigbrothersbigisters.ca/saintjohn](http://www.bigbrothersbigisters.ca/saintjohn)

start something

# BOWL FOR KIDS SAKE

## STAR WARS



**MAY 4TH**  
**COMMUNITY**  
**DAY**

**MAY 8TH**  
**PALS, SCHOOLS**  
**& COMMUNITY**  
**NIGHT**

**MAY 9TH**  
**JDI**  
**NIGHT**

### **Bowl for Kids Sake 2019** **Sponsorship Opportunities**

#### **BIG HEART SPONSOR** **\$2500**

1. All of Silver level plus...
2. Logo sharing and company recognition on agency social media sites
3. Logo placement on campaign letterhead
4. Verbal name mention during 3 event days, minimum of 15 times
5. Opportunity for a company display during event days
6. Choice of time slots for company team(s) to bowl

#### **BIG DEAL SPONSOR** **\$1000**

1. Logo in print ads and promotional posters
2. Logo on local event website and agency website
3. Logo in agency newsletter
4. Logo placement in participant kits
5. Signage on 3 event days
6. Logo placement in post-event Thank you ad
7. Verbal name mention during 3 event days, minimum of 10 times
8. Logo placement on participant pledge sheets

#### **BIG SMILE SPONSOR** **\$500**

1. Signage on 3 event days
2. Logo in print ads and promotional posters
3. Name on local event website and agency website
4. Name in agency newsletter
5. Logo placement in participant kits
6. Logo in post-event Thank you ad

## BIG FRIEND SPONSOR

\$250

1. Signage on 3 event days at the end of a bowling lane

## BUSINESS CARD SPONSOR

\$100

1. Business cards on display during 3 event days

## IN-KIND DONATION BOWLER PRIZE/AUCTION ITEM

1. Item displayed at 3 events

## EVENT INFORMATION

### Dates:

Saturday, May 4 - 10:00am to 7:00pm "Community Day"

Wednesday, May 8 - 6:00pm to 9:00pm "PALS, Schools & Community Night"

Thursday, May 9 - 5:00pm to 8:00pm "J.D. Irving, Ltd. Night"

### Location:

Fairview Bowling Lanes, Saint John

### How it works:

Teams of 4 to 6 people bowl for 90 minutes

Minimum raised per bowler = \$100

Prizes awarded for various levels of fundraising, costumes, team spirit, etc.

### This year's theme:

*"Star Wars"*

Teams can register by calling 635-1145 or emailing

[laurie.collins@bigbrothersbigsisters.ca](mailto:laurie.collins@bigbrothersbigsisters.ca)

**BOWL FOR KIDS SAKE 2019  
SPONSORSHIP AGREEMENT FORM**

**YES**, we will support the **2019 Big Brothers Big Sisters "Bowl for Kids Sake"** with the following sponsorship level:

- \_\_\_\_\_ BIG HEART SPONSOR \$2,500
- \_\_\_\_\_ BIG DEAL SPONSOR \$1,000
- \_\_\_\_\_ BIG SMILE SPONSOR \$500
- \_\_\_\_\_ BIG FRIEND SPONSOR \$250
- \_\_\_\_\_ BUSINESS CARD SPONSOR \$100
- \_\_\_\_\_ IN-KIND PRIZE/AUCTION ITEM SPONSOR

At Big Brothers Big Sisters, we create and nurture life-changing mentoring relationships for children and youth facing adversity in Saint John, King's and Charlotte Counties. We know that young people who have the support of a caring mentor are more likely to do well in school, go on to successful careers, give back to their communities and live happier, healthier lives.

Sponsor's Name (as you want it listed) \_\_\_\_\_  
Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Postal Code \_\_\_\_\_  
Phone# \_\_\_\_\_ Fax# \_\_\_\_\_  
E-Mail \_\_\_\_\_

I certify that I am authorized to act on behalf of \_\_\_\_\_.  
I agree to sponsor the 2019 Big Brothers Big Sisters Bowl For Kids Sake events  
(May 4<sup>th</sup>, May 8<sup>th</sup> & May 9<sup>th</sup>) at the level indicated above.

I understand that online payment or a check made payable to Big Brothers Big Sisters of Saint John for the amount of **sponsorship indicated above is due by April 30, 2019.**

I will send along the check: \_\_\_\_\_ Please invoice: \_\_\_\_\_  
I will pay online, please contact me with the details: \_\_\_\_\_

Checks may be mailed or delivered in person to: Big Brothers Big Sisters of Saint John, 39 King St, 3<sup>rd</sup> Level, Brunswick Square, Saint John, NB, E2L 4W3

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Thank you for supporting mentoring for children and youth!*