



February 10, 2020

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 (or four) event days being held on **Saturday, May 2, Wednesday, May 13 and Thursday, May 14 in Saint John** (tentative dates) with a **'Harry Potter'** 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.

Big Brothers Big Sisters has a clear mission of enabling life-changing mentoring relationships that ignite the power and potential that already exists within young people. Our vision is that all young people realize their full potential! Through the facilitation of mentoring programs for over 400 children and youth each year in Saint John, Kings and Charlotte Counties, BBBS ensures that young people benefit from critical relationships that build social-emotional skills, improve mental health and well-being and increase school engagement and employment readiness.

Our mentoring programs include both one-to-one and group programs, in school and in the community. Programs include Big Brothers/Sisters, In-School Mentoring, In-School Teen Mentoring (Teens as Mentors) and group programs such as Go Girls and Game On. Our Mentor Links program is offered for children who are on the waiting list for a one-to-one match and the PROPEL Program offers mentoring in career and post-secondary readiness for youth 16 to 24.

We are proud of the work we do and we are asking you to consider supporting our efforts by agreeing to become one of the event sponsors as outlined in the next few pages. Your support will go a long way in ensuring our unique programs continue to be made available to young people and help grow our capacity to reach more young people who are in dire need of an additional adult role model, outside of the family, in their lives.

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.

Thank you for your support! #BiggerTogether

Laurie Collins, Executive Director
laurie.collins@bigbrothersbigsisters.ca



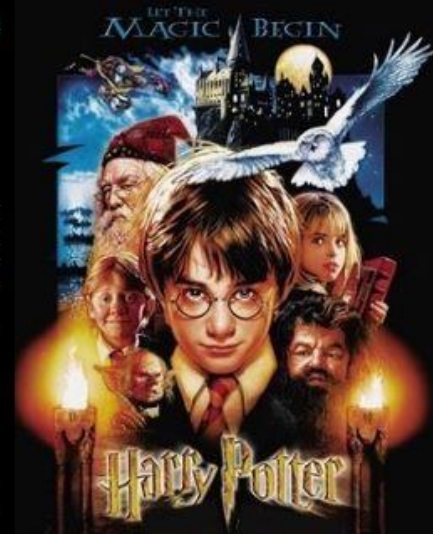
 Big Brothers Big Sisters
BOWL For Kids' Sake
HARRY POTTER

FAIRVIEW BOWLING LANES

MAY 2 – Business, Community & Family Day
May 13 – PALS Partners, Schools, Community Night
May 14 – PALS at JDI Night

Bowling Fun in Support of Kids in our Community!

- Teams of 4 to 6 Bowl for 90 Minutes
- Prizes for Fundraising!



Event Sponsorship Opportunities

BIG HEART SPONSOR

\$2500

1. All of BIG DEAL 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 2 – “Business, Community & Family Day”
Wednesday, May 13 – “PALS, Schools & Community Night”
Thursday, May 14 – “J.D. Irving, Ltd. Night”

WHY SUPPORT BOWL FOR KIDS’ SAKE? The demand for Big Brothers Big Sisters programs in our community is ongoing. Families reach out to us in ever-growing numbers for support, and our ability to help them relies on our fundraising success.

Bowl for Kids’ Sake generates donations from the community to support the cause. On average, each of our 600 participants gets 20 pledges... that’s **12,000+ people** who hear about our campaign from a friend or colleague. In addition to the tremendous word-of-mouth promotion, Bowl for Kids Sake is supported by social media, traditional media and outreach by our leadership committee.

With your help as an event sponsor, we can match many more children facing adversity with caring, adult mentors. Review our sponsor deliverables and you will see measurable benefits for your company when you ignite potential for kids in our community.

#BiggerTogether

PLEASE NOTE: Benefits at all levels are based on sponsors confirmed by March 13, 2020. Some items may be pro-rated for sponsors confirmed after this date. For more information about any of these sponsor categories, please contact

laurie.collins@bigbrothersbigsisters.ca

**BOWL FOR KIDS SAKE 2020
SPONSORSHIP AGREEMENT FORM**

YES, we will support the **2020 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 DONOR

Big Brothers Big Sisters has a clear mission of enabling life-changing mentoring relationships that ignite the power and potential that already exists within young people. Our vision is that all young people realize their full potential!

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 2020 Big Brothers Big Sisters Bowl For Kids Sake events (May 2, May 13 & May 14) 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, 2020.**

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, 3rd Level, Brunswick Square, Saint John, NB, E2L 4W3

Authorized Signature: _____

Date: _____

Thank you for supporting mentoring for children and youth!