

March 1, 2021

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 for 2021 with events throughout **the week of May 25th** with a **'Fandemonium'** 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 350 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. Our mission of creating and supporting one-to-one mentoring relationships to ignite the power and potential of young people does not decrease because of this pandemic. In fact, the stresses that our children are facing in the midst of this emergency only increase the need for connection with a mentor. We are asking for your help in making this event as successful as ever!

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@bigbrothersbig sisters.ca

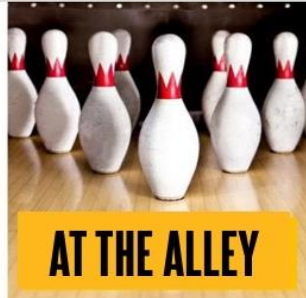




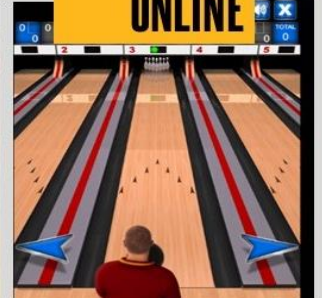
AT HOME



AT THE OFFICE



AT THE ALLEY



ONLINE

EVENT INFORMATION

Campaign Dates:

Tuesday, May 25 – Saturday, May 29, 2021

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.

We all know BFKS is not about the bowling—it's about the kids. This year's event looks different, but the need hasn't changed. For the Littles and families in our programs, the trusting, personal relationships they have with their Bigs continue to be vital. At Big Brothers Big Sisters, we commit to providing critical resources, offering support, and ensuring the well-being of our entire BBBS family. Since money invested in BBBS programs generates an average social return on investment of \$23 for every \$1 invested, the money you raise will have a huge impact in our community.

#BiggerTogether

PLEASE NOTE: Benefits at all levels are based on sponsors confirmed by April 13, 2021. 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

	SPONSOR LEVEL & RETURN ON INVESTMENT	<i>BIG CHAMPION</i> <i>\$10000</i>	<i>BIG IGNITER</i> <i>\$5000</i>	<i>BIG HEART</i> <i>\$2500</i>	<i>BIG DEAL</i> <i>\$1000</i>	<i>BIG SMILE</i> <i>\$500</i>	<i>BIG FRIEND</i> <i>\$250</i>
MEDIA	Logo on local event website and agency website					NAME	NAME
	Mentions per social media channels (Twitter, Facebook, Instagram)	5	4	3	2	2	
	Opportunity to include a message to participants on event website and in one of our e-newsletters						
	Logo in post-event newspaper Thank you ad						NAME
CAMPAIGN MATERIALS	Logo placement in team kits (80)					NAME	
	Opportunity to include corporate message of support in team kits						
	Logo in print ads and promotional posters						
	Logo placement on participant pledge sheets (600)						
	Logo placement on campaign letterhead						
	Logo in agency newsletters					NAME	NAME
EVENTS	Verbal mention by event host during multiple BBBS hosted virtual events throughout the campaign						
	Opportunity to provide a 30 second video clip to promote your support during a number of BBBS hosted virtual events						
	Logo placement in e-messages sent to participants, sponsors and supporters						
	Opportunity to display short advertisements during virtual events hosted by BBBS						

**BOWL FOR KIDS SAKE 2021
SPONSORSHIP AGREEMENT FORM**

YES, we will support the **2021 Big Brothers Big Sisters "Bowl for Kids Sake"** with the following sponsorship level:

- **BIG CHAMPION SPONSOR \$10,000**
- **BIG IDEA SPONSOR \$5,000**
- **BIG HEART SPONSOR \$2,500**
- **BIG DEAL SPONSOR \$1,000**
- **BIG SMILE SPONSOR \$500**
- **BIG FRIEND SPONSOR \$250**
- **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 2021 Big Brothers Big Sisters Bowl For Kids Sake events (May 25 - 29) 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, 2021.**

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!