

Dear Manager,

On behalf of Big Brothers Big Sisters of Saint John, I am pleased to announce our annual Bowl for Kids' Sake campaign for 2022 with both indoor and outdoor bowling events throughout the months of May & June with a **'BBBS 50th Anniversary Golden Bowl'** 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.

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.

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.

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 #BFKS2022**

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



EVENT INFORMATION

Campaign Dates:
Multiple Events throughout May & June 2022
Indoor & Outdoor options available

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 a little bit 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.



SPONSORSHIP LEVELS

| | BRONZE \$500 | SILVER \$1,000 | GOLD \$2,500 |
|---|-------------------------------|---------------------------------|-------------------------------|
| Logo on local event and agency website | ✓ | ✓ | ✓ |
| Thank you post on social media pages (Facebook, Instagram, Twitter) | ✓ | ✓ | ✓ |
| Additional mentions on social media pages (Facebook, Instagram, Twitter) | | 3 | 5 |
| Message to participants on event site and e-newsletter | | | ✓ |
| Logo placement in thank you ad e-newsletter | | ✓ | ✓ |
| Logo placement in all team kits | ✓ | ✓ | ✓ |
| Opportunity to include corporate message in team kits | | ✓ | ✓ |
| Logo in all print promotional material (posters, print ads, etc.) | | | ✓ |
| Logo placement on all pledge sheets | | | ✓ |
| Logo placement on campaign letterhead | | ✓ | ✓ |
| Logo in agency newsletters | | | ✓ |
| Logo displayed during all Bowl for Kids Sake organized events | ✓ | ✓ | ✓ |
| Verbal thank you during Bowl for Kids Sake indoor & outdoor group bowling | | ✓ | ✓ |
| Opportunity to display short video ads during Bowl for Kids Sake events | | ✓ | ✓ |
| In event speaking opportunity | | | ✓ |

OTHER WAYS TO SUPPORT

Bowling Lane sponsorship - \$250.00

Consider a donation of your choice or the donation of an item for auction.

Register a team! Sell raffle tickets! Make a donation to someone participating!

YES, we will support the 2022 Big Brothers Big Sisters "Bowl for Kids Sake" with the following sponsorship level:

- _____ **GOLD SPONSOR \$2,500**
- _____ **SILVER SPONSOR \$1,000**
- _____ **BRONZE SPONSOR \$500**
- _____ **LANE SPONSOR \$250**
- _____ **SPONSORSHIP AMOUNT OF YOUR CHOICE \$ _____**

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 2022 Big Brothers Big Sisters Bowl For Kids Sake events in May & June, 2022 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 May 30, 2022.

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!

