



Big Brothers Big Sisters



B  **WL** For Kids' Sake



MEGA
Bike



2 GREAT EVENTS:
YOU CHOOSE!

PARTNERSHIP PACKAGE



MENTORING MATTERS...HERE'S WHY

Big Brothers Big Sisters provides supportive adult and older youth mentors for kids who need someone the most. Everyday, youth in our community face challenges like bullying, isolation, poverty, social anxiety, low self-esteem, disabilities, and more. Our caseworkers match children and youth (ages 6-16) with mentors who help them overcome adversities, make healthy choices, help reveal the full potential of young people, and equip them for the future. **Your investment** supports the creation of these mentoring relationships and the ongoing support of each mentoring match to ensure success for each developmental relationship.

200

Almost 200 youth were served this year at BBBS!



1000

1000 support check ins by expert caseworkers for volunteers, youth, and their families



7200

Over 7200 match meetings for youth to spend time with their mentor(s)



- **70%** of our Littles' families struggle with financial stress
- **87%** of our Littles have experienced family separation or divorce
- **35%** of our Littles have experienced 4 or more adverse childhood experiences

Together, we can ignite more potential

Two great event opportunities, you choose!

WHAT IS MEGABIKE?



What you can expect?

- Each team will get a dedicated online fundraising page or paper pledge sheets to raise money, and/or the chance to sell raffle tickets
- 3.5km loop around Uptown Saint John
- 45-minute slots available on the hour starting at 9:00AM (Only 10 rides)
- Participant SWAG and a chance to win fun prizes
- After-ride celebration with your fellow MEGA-Bikers
- Music during your ride, Video & Pictures of your ride, and MORE!

Visit <https://www.megabike.ca> to view the videos of last year's rides!

MEGABike...

Hop on the 29-person MEGABike with your co-workers, clients, and friends and enjoy a fun team-building event all while pedaling for the potential of young people

Our exclusive bike is MEGA BIG & MEGA FUN! We invite you to sign up for a few seats or buy out an entire bike for your company or group!

SAVE THE DATE! JUNE 14th, 2023

<https://saintjohn.bigbrothersbiggirls.ca/event/megabike/>



Big Brothers
Big Sisters

MEGABIKE ACROSS CANADA 2022



WHAT IS BOWL FOR KIDS' SAKE?

Bowl for Kids' Sake is...

A family-friendly event that takes place in May/June each year! Join hundreds of bowlers and non-bowlers as they come together to support youth in our community. Get your team of 4-6 coworkers, friends, or family members together to bowl for a good cause! This year's theme will be announced closer to the event, but costumes are always optional.

We all know BFKS is not about bowling - it's about the kids. The trusting, personal relationships that Littles and families in our programs 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 with your help.



What you can expect?

- Each team gets an online fundraising page or paper pledge sheets PLUS an opportunity to sell raffle tickets to raise money*
- Multiple teams of 4-6 bowl together
- Time slots of 90 mins per team. You choose!
- Chance to win prizes and swag
- Food provided during your bowling time
- Hold your own bowl or bocce event if you would prefer. Ask us how!

*minimum of \$100 must be raised per team member

B  **OWL** For Kids' Sake

WED. NIGHT, MAY 10 & SAT. MORNING, MAY 13

<https://saintjohn.bigbrothersbiggirlsisters.ca/event/bowl-kids-sake/>





MENTORED YOUTH SEE POSITIVE RESULTS

IN LIFE

81% report financial literacy

98% believe they make good life choices

80% pursue healthy lifestyles

IN COMMUNITY

87% have strong social networks

50% more likely to volunteer (and give **30%** more time)

13% more likely to donate (and give **20%** more)

AT WORK

47% more likely to hold senior leadership positions

17% more likely to be employed

13% higher earnings

At Big Brothers Big Sisters, we are here to support youth and our goal is to empower young people to fully embrace their unique selves, find their sparks, and ignite the power and potential within them to achieve all they dream of.

Since money invested in BBBS programs generates an average social return on investment of **\$23** for every **\$1** invested, the money you raise and/or donate will have a **BIG** impact in our community!

MEGABIKE SPONSORSHIP OPPORTUNITIES

Benefits and Opportunities	Platinum	Gold	Silver	Bronze
AMOUNT	\$3,500	\$2,500	\$1,000	\$500
Event Day				
Entire Bike Buyout*	🚴🚴🚴🚴🚴	🚴🚴🚴🚴	10 SEATS	5 SEATS
Premium time choice for team participation	🚴🚴🚴🚴	🚴🚴🚴		
Pre-Event				
Logo Recognition via eBlast to participants	🚴🚴🚴🚴	🚴🚴🚴	🚴🚴🚴	
Logo on MegaBike webpage and fundraising page	🚴🚴🚴🚴	🚴🚴🚴	🚴🚴🚴	
Mentions on Social Media (5000+ Followers)	🚴🚴🚴🚴	🚴🚴🚴	🚴🚴🚴	
Company Name in Event Press Releases	🚴🚴🚴	🚴🚴		
Logo for Recognition in our Newsletter (Distribution 4000)	🚴🚴🚴	🚴🚴		
On-site Exposure				
Personalized team photo	🚴🚴🚴	🚴🚴	🚴	
Logo on bike signage	🚴🚴🚴	🚴🚴		
Logo in participant video	🚴🚴🚴	🚴🚴		
Logo on participant t-shirts	🚴🚴🚴	🚴🚴		
Opportunity to provide participant giveaways	🚴🚴🚴	🚴🚴		
Logo on participant pledge sheets	🚴🚴			
Branded Signage for start/finish line	🚴🚴	🚴		
Opportunity to speak at the event	🚴			
Access to cocktail area	🚴	🚴	🚴	🚴
Post-Event Acknowledgement				
Recognition in Annual Report	🚴🚴	🚴	🚴	
Team video	🚴🚴	🚴	🚴	🚴
Recognition in eblast	🚴	🚴	🚴	
Mentions on social media	🚴	🚴		



MEGA Bike

One day! One bike!
You have the power to
Pedal for Potential

*The MEGA Bike seats *29 participants (plus our driver). Limited spots available on the day of as there are only 10 rides*



BFKS SPONSORSHIP OPPORTUNITIES

Benefits and Opportunities	Gold	Silver	Bronze
AMOUNT	\$2,500	\$1,000	\$500
Sponsorship Benefits			
Logo on local event and agency website (name only*)	🎳	🎳	🎳*
Thank you post on social media pages (Facebook, Instagram, Twitter, LinkedIn)	🎳	🎳	🎳
Additional mentions on social media pages (Facebook, Instagram, Twitter, LinkedIn)	5	3	
Message to participants on event website and e-newsletter	🎳		
Logo placement in thank you e-newsletter (name only*)	🎳	🎳*	
Opportunity to include corporate message in online teams kit	🎳	🎳	
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 all slots for Bowl for Kids' Sake indoor & outdoor events	🎳	🎳	
Opportunity to display short video ads during Bowl for Kids' Sake events	🎳	🎳	
In-event speaking opportunity	🎳		
First choice of time slots for company team(s) to bowl	🎳	🎳	

OTHER WAYS TO SUPPORT

- Bowling lane sponsorship - \$250.00 (signage at end of lane will be provided)
- Consider a donation of your choice or the donation of an item for a bowling prize
- Register a team! Sell raffle tickets! Make a donation to someone participating!



To confirm your support for MEGABike or Bowl For Kids' Sake, please contact



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RHODA WELSHMAN

MARKETING AND SPECIAL EVENTS

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#BFKS2023 #BiggerTogether #MEGABike #PedalForPotential #IgnitePotential

