

Tim Hortons®

PRESENTS



SPONSORSHIP OPPORTUNITIES



Big Brothers Big Sisters
of Waterloo Region

ABOUT BOWL FOR KIDS SAKE

Bowl for Kids Sake is Big Brothers Big Sisters' signature event and biggest fundraiser of the year! Over 65 teams raise pledges every year for BBBSWR. Be a hero this year and bowl for local youth! It's a great way to get your staff team together for a fun night out while supporting a worthy cause.

All pledges directly support Big Brothers Big Sisters of Waterloo Region, a community organization committed to helping children and youth live their potential.

BBBSWR provides Mentoring programs to children aged 6 to 16, who face cultural and socioeconomic marginalization in the areas of academics, relationship skills, social skills and life skills. All of our programs are child centered and are offered to families and youth free of cost.



LOGISTICS

February 25th - March 9th

Bingemans: Kingpin Bowlounge

Other local bowling lanes available upon request.

2 hours of bowling, shoe rental, and pizza included.

Each team member must raise \$100 each.

Sponsorship option available to cover this cost.

Toolkit provided to help teams raise pledges both individually and with team fundraisers.

Teams must be made up of at least 4 people.

Larger staff teams of up to 85 can be accommodated!

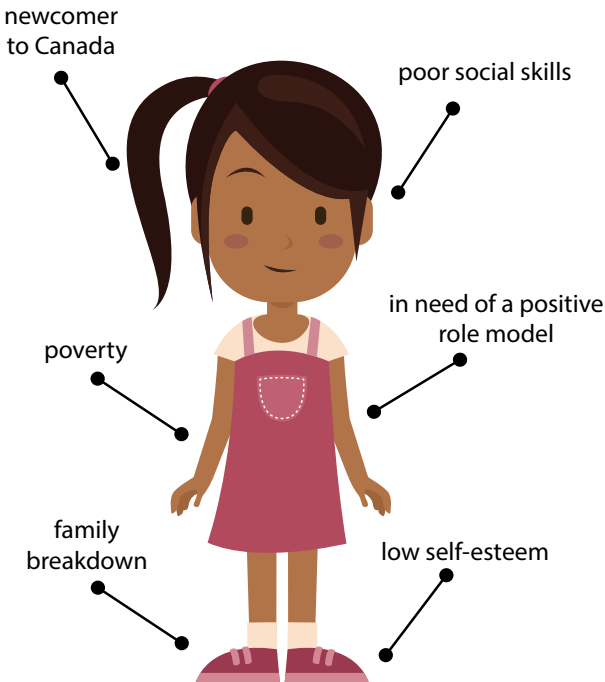


WHO YOU'RE HELPING

Big Brothers Big Sisters of Waterloo Region does not receive government funding and relies on event revenue and donations from community members to provide their programming.

In 2018, their programs benefitted **1,300 children** with the help of **550 volunteers**. There are currently **300 children** on their waitlist in need of support.

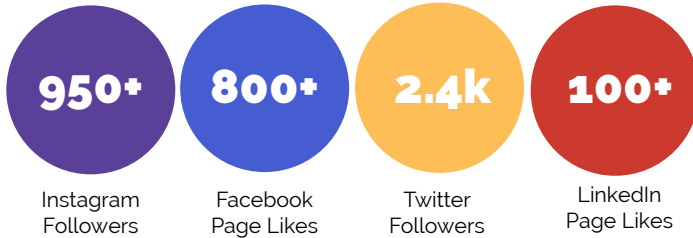
Children selected for their programs exhibit one or more of the following risk factors:



OUR REACH

SOCIAL MEDIA

1500+ Daily Impressions
39% between ages 25-34



WEBSITE & EMAIL

1600+

Monthly Visitors

46% between ages 25-34
71% live in Waterloo Region

2000+

Mailing List

70% open rates
85% live in Waterloo Region

MEDIA PARTNERS

Close contacts at local news outlets including:



SPONSORSHIP

TURKEY - \$5,000

- Presenting Sponsor title
- Opportunity to **introduce your company at the biggest night of the campaign**
- **Recognition in Snapd**
- Prominent advertising and **recognition by all media partners**
- Logo on the front of **3,000+ pledge sheets**
- Your **company logo on all printed marketing materials**
- Prominent **recognition on the BBBSWR website**
- Prominent **recognition on all BBBSWR social media channels including a company profile**
- Prominent **recognition in the BBBSWR newsletter**
- **Team of 10 can bowl pledge-free** with pizza and prizes included



SPONSORSHIP

STRIKE - \$3,000

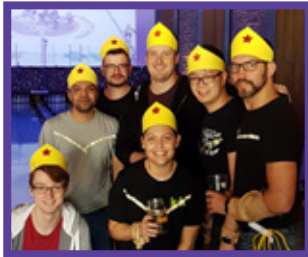
- Recognition in Snapd
- Placement of **logo on all signage at event**
- Logo on the front of **3,000+ pledge sheets**
- Your **company logo on all printed marketing materials**
- Recognition on the **BBBSWR website**
- Recognition on all **BBBSWR social media channels**
- Recognition in the **BBBSWR newsletter**
- **Team of 8 can bowl pledge-free** with pizza and prizes included



SPONSORSHIP

SPARE - \$2,000

- **Logo on event signage**
- Recognition on **BBBSWR website**
- **Social media recognition**
- Logo on the front of **3,000+ pledge sheets**
- Recognition in the **BBBSWR newsletter**
- **Team of 6 can bowl pledge-free** with pizza and prizes included



HEADPIN - \$1,000

- **Logo on event signage**
- Recognition on **BBBSWR website**
- Recognition in the **BBBSWR newsletter**
- **Team of 4 can bowl pledge-free** with pizza and prizes included



CAN'T SPONSOR BUT STILL WANT TO TAKE PART? HERE'S HOW TO PARTICIPATE!

1. REGISTER A TEAM

Give us a call or send us an email to get the ball rolling!
(519) 745-0180 ext. 203 / kelley.ross@bbbswr.org



2. FUNDRAISE

Start collecting pledges online or print a pledge form.
Remember, every dollar raised provides mentoring
programs to local youth in need.



3. HAVE FUN!

Enjoy free pizza, bowling and shoe rental. **AND feel good
about supporting local youth!**



BE A TEAM CAPTAIN

Do you like taking a leadership role in your company? Do you want to engage your staff team while giving back to your community? Be a hero and become a Captain, lead your team for Bowl for Kids Sake!

- Set up a Lunch and Learn to give staff more information about Bowl for Kids Sake
- Send reminder emails to staff about signing up and fundraising
- Be the point of contact at your office if staff have questions and liaison with BBBSWR
- Create at least one group fundraiser in your office - e.g. bake sale, dress-down day, etc.
- Pump up your office and have fun!



BOWL FOR KIDS SAKE





FEBRUARY 25TH - MARCH 9TH

WWW.BBBSWR.ORG



@BBBSWR

#BOWL4KIDSWR