



SPONSORSHIP OPPORTUNITIES



Big Brothers
Big Sisters
OF WATERLOO REGION

B  W L

For
Kids'
Sake

ABOUT US



**Big Brothers
Big Sisters**
OF WATERLOO REGION

VISION

Children and youth in our community have access to impactful, life-changing mentoring relationships.

MISSION

We foster and support safe and empowering mentoring relationships for children and youth in our diverse community.

OUR VALUES



Belonging

We embrace diversity in our community.



Innovation

Continuous learning and adaptation enable us to create the greatest impact.



Relationship Focused

We create impactful relationships.



Impact Focused

We deliver outcomes that build resiliency.



OUR REACH

Social Media

- 1500+ Daily Impressions
- 41% between the ages of 25-34

1.6k

Instagram
Followers

1.5k

Facebook
Page Likes

2.4k

Twitter
Followers

350+

LinkedIn
Page Likes

Website & Email

1600+

Monthly Visitors

65% between ages 25-34
60% live in Waterloo Region

2500+

Mailing List

50% open rates
85% live in Waterloo Region



600⁺

Youth Mentored



21,500

Hours Volunteered



325⁺

Volunteer Mentors



133

New Matches Made



FEBRUARY 21 - MARCH 8

ABOUT THE EVENT

Bowl for Kids' Sake is Big Brothers Big Sisters of Waterloo Regions' signature event and biggest fundraiser of the year! Last year, we had over 30 teams raise pledges to help our organization provide mentors to youth in Waterloo Region. Over a two week long period, teams celebrate their fundraising efforts with a bowling and pizza party held at Bingemans Kingpin Bowlounge!

OUR AUDIENCE

Calling all workplace champions, fun-loving friends, and close-knit families! Whether you're a team at work looking to raise funds in a unique way while enjoying an office outing, a group of friends seeking a good time, or a family ready for some quality bonding, this event has something special in store for everyone. Come together, roll some strikes, and make a difference in the lives of local youth.



SPONSORSHIP OPPORTUNITIES

TURKEY - \$5,000

- Presenting sponsor title.
- Opportunity to introduce your company at the biggest night of the campaign.
- Prominent recognition in advertising pieces.
- Company name included in press release
- Your company logo on pledge sheets.
- Your company logo on all event signage.
- Your company logo on all printed and digital marketing materials.
- Prominent recognition on the BBBSWR website.
- Prominent recognition on all BBBSWR social media platforms.
- Team of 10 can bowl pledge-free with pizza & prizes included.

STRIKE - \$3,000

- Recognition in advertising pieces.
- Your company logo on pledge sheets.
- Your company logo on all event signage.
- Your company logo on all printed and digital marketing materials.
- Recognition on the BBBSWR website.
- Recognition on all BBBSWR social media platforms.
- Team of 8 can bowl pledge-free with pizza & prizes included

SPARE - \$2,000

- Your company logo on pledge sheets.
- Your company logo on event signage.
- Your company logo on printed and digital marketing materials.
- Recognition on the BBBSWR website.
- Recognition on BBBSWR social media platforms.
- Team of 6 can bowl pledge-free with pizza & prizes included.

HEADPIN - \$1,000

- Your company logo on event signage.
- Recognition on the BBBSWR website.
- Team of 4 can bowl pledge-free with pizza & prizes included.



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CONTACT US

Build-a-Partnership

Have another idea of how we can partner on this longstanding event?

There are a number of ways we can work together to promote your business while supporting a great cause!

**For Event Details and Inquiries Please Contact
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BBBSWR.ORG



@BBBSWR