



Bowl for Kids' Sake gives companies the opportunity to have a fun staff outing for a good cause. It's a great team builder as employees work together to fundraise and then celebrate their success at a fun event organized by us.

Employee morale and engagement increases when the employer encourages community spirit and giving back.

Your company can participate by entering a team or by choosing one of the sponsor levels that gets your name in front of hundreds of event participants and thousands of donors.

SPONSORSHIP OPPORTUNITIES
















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 500 participants gets 20 pledges... that's **10,000+ 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.

With your help as a major sponsor, we can match many more children facing adversity with caring, adult mentors. Review our sponsor deliverables and you will see measurable benefits for your company when you ignite potential for kids in our community. **#BiggerTogether**



BBBSHalifax

BBBSHfx

	SPONSOR DELIVERABLES	PARTNER \$10,000	EVENT \$5,000	CORPORATE \$2,500	LANE \$800
MEDIA PACKAGE	Name mention in Radio Ads (C100-FM).	40	20	10	
	Opportunity to include corporate message of support on agency website.				
	Logo placement on event website bowlforkids.ca				Name only
	Mentions per social media channel (Twitter and Facebook) -may include highlight of partnership, image(s), link to sponsor website, and/or connection to sponsor social media channels.	Minimum 10	Minimum 5	Minimum 3	Minimum 1
	Opportunity to provide a 30 second video clip to promote your support of the campaign, to be included on the agency website and social media pages.				
CAMPAIGN MATERIALS	Logo placement in e-messages sent to participants, sponsors and supporters.	3500	2000	2000	Name only
	Ad on score sheets used by every participant.	3 ³ / ₈ " (w) x 4 ¹ / ₈ " (h)	3 ³ / ₈ " (w) x 1 ⁵ / ₈ " (h)	Name only	
	Opportunity to include a message to all event participants in one of our e-newsletters.				
EVENT SITE	Recognition on lanes: logo, company tagline and/or display ad on video loop on multiple screens at during all bowling times.	8 times per 5-6 minute loop	4 times per 5-6 minute loop	2 times per 5-6 minute loop	1 time per 5-6 minute loop
	Verbal mention of sponsors by emcee to event participants during each bowling challenge (minimum 4 times over 2 days).				
	1 lane reservation for a sponsor team (4-6 people) to participate in 1 of the event time slots - a great way to reward staff and network with other participants.				
	Sponsor may supply 1 additional banner.				
	Opportunity to provide promotional items/coupons/samples to participants.				
	Sponsor's choice - provide an activity for event participants.				

PLEASE NOTE: Benefits at all levels are based on sponsors confirmed by March 13, 2020. Number of mentions/impressions on some items may be pro-rated for sponsors confirmed after this date. For more information about any of these sponsor categories, please contact **Michelle Boylan** at 902-701-7532 or email michelle.boylan@bigbrothersbigsisters.ca

2020 Event Dates & Locations:

Friday, April 17 (5:30-7:30pm & 8:00-10:00pm) - **BOWLARAMA Bayers Road**
 Friday, April 24 (5:30-7:30pm & 8:00-10:00pm) - **BOWLARAMA Bayers Road**



YOU CAN BE THE SPARK!

Big Brothers Big Sisters programs enable developmental relationships that challenge growth, provide support and expand possibilities for young people facing adversity. Consistent, positive interactions, over a period of time with an engaged adult improve social emotional competence, mental health and well-being, and enhance connectedness in school, community and work. Ultimately, this results in young people better prepared to fulfill their potential.

OUR MISSION

To enable life-changing mentoring relationships to **ignite** the power and potential of young people

WHO DO WE SERVE?



Young people who face adversity AND are **in need of** an additional consistent and supportive **Developmental Relationship**¹

HOW DO WE IGNITE POTENTIAL?



- » By intentionally **recruiting** based on the needs of a community's young people
- » By **matching** young people with a **professionally screened** volunteer mentor
- » By **monitoring and supporting** that match with a professional caseworker
- » By **training and supporting** the mentor, the mentee and the family
- » By **building a Developmental Relationship** between the mentor and the mentee that: Expresses Care; Challenges Growth; Provides Support; Shares Power; and Expands Possibilities
- » By **graduating** the match relationship towards natural support

WHAT IS THE IMPACT?



Young people graduate our programs with **measurable outcomes**:

SOCIAL EMOTIONAL COMPETENCE

- » Relationship skills
- » Social awareness
- » Responsible decision-making
- » Self-management
- » Self-awareness

MENTAL HEALTH & WELLBEING

- » Positive identity
- » Mental wellness
- » Social inclusion & empowerment

EDUCATIONAL ENGAGEMENT & EMPLOYMENT READINESS

- » School connectedness
- » Commitment to learning
- » Enhanced constructive use of time

¹ "Developmental Relationships Framework." © 2018 Search Institute, Minneapolis, MN. www.search-institute.org

OUR VISION

All young people realize their **full potential**