**Sponsorship Proposal**

# What we do today makes a difference tomorrow.

## Start something by sponsoring Bowl for Kid Sake 2020!

For more than 25 years, thousands of bowlers have supported **Big Brothers Big Sisters of York** by taking part in **Bowl for Kids Sake (BFKS)**. Our events, takes place between **March and April within York Region.** During the BFKS campaign, more than **90 corporate and community teams** work together to raise money, which means that **more than 500 people** are involved with our community fundraiser for **a six to eight week period**.

## A&B Courier Bowl for Kids Sake Marketing Reach

**Bowl for Kids Sake** participants believe in supporting **good causes** that create strong, healthy communities for children. They are educated consumers who **value and patronize companies that give back to the community**. On average, each of our **500+ participants** collects 10 pledges - that's **5,000+ people** who hear about BFKS from a friend or colleague. In addition to tremendous word-of-mouth promotion, **Bowl for Kid Sake** is supported by a **media campaign** that includes radio, print, social media, and our website. We provide our sponsors with a **variety of ways to connect with our event participants and their supporters**.

## Impact of your support

Many children and youth in York **struggle with societal barriers** and **face adversities in their lives**. These circumstances have nothing to do with the value of who they can become, but because of these situations, youth **risk not having the opportunity to live up to their full potential**. This **comes at a cost** to the young person and to society.

With the **guidance and support of a mentor**, these **risks can be reduced**, or even avoided, and youth are reminded that they **can be anything they dream of being**. **Your support is a crucial element** of developing vital mentoring relationships and creating that positive world. **Imagine who they can become because of you**.

## Money raised will support our programs

Mentoring matters! Every time we pair a child with a mentor, we start something incredible – **a life-changing relationship built on friendship**, trust and empowerment. By supporting Bowl for Kids Sake, you help ensure that we can provide high quality mentoring programs which currently include:

- **Traditional (Bigs) Mentoring** (one-to-one)
- **In-School Mentoring** (one-to-one)
- **Recreation Mentoring** (group program)
- **Go Girls** (group program)
- **Game On** (group program)
- **Conversation Circle** (group program)

**What if every child fulfills his or her potential?**

**Wouldn't that be something?**

# 2020 – SPONSORSHIP OPPORTUNITIES

**Gold Sponsor Package…$5,000 – 3 available**

- Recognition in the Big Brothers Big Sisters of York (**BBBSY**) Newsletter
- Company logo in Event Day Bowler's Bulletin at ***all*** Bowl for Kids Sake (**BFKS)** events; Wrap-Up Bowler's Bulletin and BFKS website
- Company logo appears on the Sponsorship Roster and Registration Table at ***all*** events
- Company logo appears on **BFKS** advertisements as published
- Company Logo and Hyperlink on **BBBSY** website, www.bbbsy.ca
- Sponsorship Promoted on Facebook and Twitter
- Public Announcement during each bowling event acknowledging your sponsorship
- Complimentary lane for up to 6 bowlers at 1 event of your choice
- Recognition Award

**Silver Sponsor Package…$2,500 – 10 available**

- Recognition in the **BBBSY** Newsletter
- Company logo in all Event Day Bowler's Bulletin at ***all*** **BFKS** events; Wrap-Up Bowler's Bulletin, **BFKS** website
- Company logo appears on the Sponsorship Roster and Registration Table at ***all*** events
- Company logo appears on **BFKS** advertisements as published
- Sponsorship Promoted on Facebook and Twitter
- Public Announcement during each bowling event acknowledging your sponsorship
- Recognition Award

**Bronze Sponsor Package…$1,000**

- Company logo appears in Event Day Bowler's Bulletin at ***all*** **BFKS** events
- Company logo appears on the Sponsorship Roster and Registration Table at ***all*** events
- Recognition in the Wrap-Up Bowler's Bulletin
- Sponsorship Promoted on Facebook and Twitter
- Public Announcement during each bowling event acknowledging your sponsorship

**Location Sponsor Package…$500**

- Company logo appears in Event Day Bowler's Bulletin
- Company name appears on the Sponsorship Roster
- Recognition in the Wrap-Up Bowler's Bulletin

**Strike Sponsor Package…$300**

- Company name listed in Event Day Bowler's Bulletin
- Company name appears on Sponsorship Roster
- Recognition in the Bowler's Bulletin

**Spare Sponsor Package…$200**

- Company name listed in Event Day Bowler's Bulletin
- Company name appears on Sponsorship Roster

**Imagine what they will become because of you!**

BOWL CANADA

350 Industrial Parkway South
Aurora, ON L4G 3V7
905-726-2149
#106793888RR0001

United Way Greater Toronto

**FAX To:**
**905-726-1285**

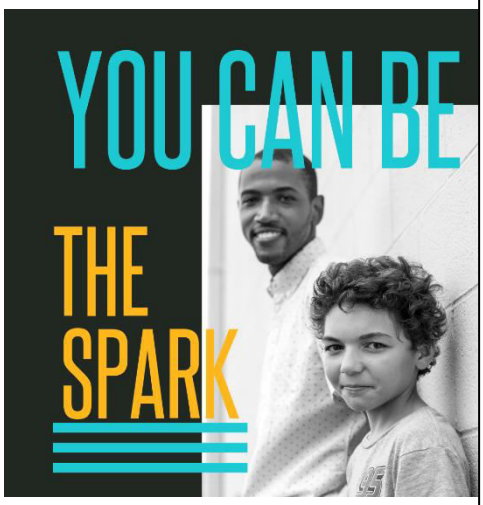
**EMAIL:**
**Suzanne.Boucher@bigbrothersbigsisters.ca**

Big Brothers Big Sisters OF YORK
50 YEARS
Go for Gold!

## Bradford
**Sunday, March 8**
**Start Time - 1:00 pm**
**Bradford Underground Bowl**

## Richmond Hill
**Saturday, March 7**
**Start Time - 1:00 pm**
**Richmond Hill Pro Bowl**

## Newmarket
**Saturday, March 28**
**Start Times - 1:00 & 3:30 pm**
**Stellar Lanes**




# 2020 Sponsorship Opportunities

I can help Big Brothers Big Sisters of York by sponsoring the A & B Courier Bowl for Kids Sake event.

- ☐ Gold Sponsor: $5,000.00
- ☐ Silver Sponsor: $2,500.00
- ☐ Bronze Sponsor: $1,000.00
- ☐ Location Sponsor: $500.00
- ☐ Strike Sponsor: $ 300.00
- ☐ Spare Sponsor: $ 200.00
- ☐ Donation $_____
- ☐ **I can add to the fun by donating prizes and/or submit a bowling team**

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Please fill out your company's information below.

Contact Name:_____

Company:_____

Address:_____

Town: _____

Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Credit Card # _____ Expiry _____

Please make cheque payable to: Big Brothers Big Sisters of York
Charitable # 106793888 RR0001

Big Brothers Big Sisters

# SOCIAL RETURN ON INVESTMENT

## $23:$1

EVERY $1 INVESTED IN MENTORING
RETURNS $23 TO SOCIETY[1]

## 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 38% MORE TIME!)

13% MORE LIKELY TO DONATE
(AND GIVE 20% MORE MONEY!)

### AT WORK

47% HOLD SENIOR LEADERSHIP POSITIONS

17% MORE LIKELY TO BE EMPLOYED

13% HIGHER EARNINGS
($315,000 HIGHER LIFETIME INCOME)

THE FAMILY THE ORGANIZATION THE MENTOR

## THAT'S THE POWER OF THREE

1 Among economically disadvantaged groups, $1 invested in mentoring by Big Brothers Big Sisters returns $23 to society. The Boston Consulting Group undertook a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

WITH YOU ON DEFENSE

SHE CAN POWER FORWARD

Big Brothers Big Sisters

MENTORED YOUTH

Big Brothers Big Sisters

#BIGGERTOGETHER