



at **Lucky Strike at LA Live**

800 W. Olympic Blvd. Los Angeles, CA 90015
<http://www.bowlluckystrike.com/>

Bowl For Kids' Sake!

Saturday June 12, 2010

Sponsor and Support Big Brothers Big Sisters Mentoring Programs

Sponsorship levels listed on the opposite side of this page offer employee relations, marketing and product placement benefits!

Bowl for Kids' Sake is an easy and fun way to make a difference in your community and get your employees and clients involved. Bowl for Kids' Sake supports our proven mentoring programs and provides team building, business to business or corporate-wide family oriented community service opportunities.

3 Websites, 4 Facebook pages, Thousands of Email Subscribers and Hundreds of Bowlers

Catholic Big Brothers Big Sisters and Big Brothers Big Sisters of Greater Los Angeles are joining forces for our 2010 Bowl for Kids' Sake event. Sponsorship will give your company access to 3 websites, 4 Facebook pages, thousands of Email Subscribers and over 300 Bowlers!

Bowl for Kids' Sake Bowler

Bowlers sign up to secure donations from their community, then all bowlers celebrate at a large bowling party. The participants are adults (ages 20 to 60) and form bowling teams with their friends, families or co-workers. Bowlers send email blasts or notes to solicit support from their community, expanding exposure for our sponsors and raising awareness for our mission.

Participating in Bowl For Kids' Sake increases employee engagement and performance.

A recent Cone study reported that employees, even those that don't personally volunteer, feel greater pride and loyalty toward an employer that supports a respected cause like Big Brothers Big Sisters. Our brand is nationally recognized:

- Nationwide, **88% of Americans** recognize the name "Big Brothers Big Sisters"
- BBBS is one of the **top three most recognized youth-serving brands** in the US
- Our mission is well understood and **our reputation is excellent**
- BBBS is associated with "**purity of mission,**" **professionalism and integrity**



Partnering with Big Brothers Big Sisters through Bowl For Kids' Sake makes a measurable, long-lasting impact on children, local schools and your community.

Mentoring works. It works to ensure a more educated workforce, more successful customer base and long term economic viability of your community. A recent study conducted by Harris Interactive® on behalf of Big Brothers Big Sisters finds adults mentored as children through Big Brothers Big Sisters are more likely than peers with similar backgrounds but who were not involved in the program to have a four-year college degree and incomes of \$75,000 or more. They also report strong relationships with their spouses, children and friends and are more likely to be involved with charitable work.

Questions? Contact Trena Pitchford, Director of Corporate Partnerships, at 213.213.2433 or Trena.Pitchford@bbbs.org

SPONSORSHIP LEVELS

BFKS= Bowl for Kids' Sake

CBBBS= Catholic Big Brothers Big Sisters

BBBSLA= Big Brothers Big Sisters of Greater Los Angeles

King Pin Sponsor \$20,000

- Exclusive Presenting Sponsorship with above the title recognition
- Five complimentary BFKS teams for your clients or employees (total 25 bowlers)
- Prominent recognition in press releases
- Product distribution to all bowlers via gift bags
- Ability to run two minute promo video on LCD lane screens twice during the event
- Logo with clickable link on CBBBS, BBBSLA, BFKS and Facebook websites with 19,605 visits per month
- Logo with clickable link on multiple email blasts reaching over 4,500 constituents
- Prominent logo placement on event t-shirt distributed to all bowlers
- Prominent logo placement on event signage including napkins, table cards, LCD lane screens, etc
- Recognition in BBBS newsletter for Catholic and Greater LA agencies

League Sponsor \$10,000

- Four complimentary BFKS teams for your clients or employees (total 20 bowlers)
- Product distribution via raffle prizes
- Logo on CBBBS, BBBSLA, BFKS and Facebook websites with 19,605 visits per month
- Logo on multiple email blasts reaching over 4,500 constituents
- Logo on event t-shirt distributed to all bowlers
- Logo on event signage including welcome banner & LCD lane screens
- Recognition in BBBS newsletter for Catholic and Greater LA agencies

Strike Sponsor \$5,000

- Three complimentary BFKS teams for your clients or employees (total 15 bowlers)
- Logo on CBBBS, BBBSLA, BFKS and Facebook websites with 19,605 visits per month
- Logo on event t-shirt distributed to all bowlers
- Logo on event signage including welcome banner & LCD lane screens
- Recognition in BBBS newsletter for Catholic and Greater LA agencies

Spare Sponsor \$2,500

- Two complimentary BFKS teams for your clients or employees (total 10 bowlers)
- Company name on CBBBS, BBBSLA, BFKS and Facebook websites with 19,605 visits per month
- Logo on event t-shirt distributed to all bowlers
- Logo on event LCD lane screens
- Recognition in BBBS newsletter for Catholic and Greater LA agencies

Bowl Sponsor \$1,000

- One complimentary BFKS team for your clients or employees (total 5 bowlers)
- Logo on LCD lane screens
- Recognition in BBBS newsletter for Catholic and Greater LA agencies

Lane Sponsor \$500

- Logo on LCD lane screens

GO TO WWW.BFKSLA2010.KINTERA.ORG

for more information about our 2010 Bowl For Kids' Sake event or contact Trena Pitchford, Director of Corporate Partnerships, at 213.213.2433 or Trena.Pitchford@bbbs.org



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