



Dear Potential Sponsor,

**Mark your calendars for:**

**Big Brothers Big Sisters  
29<sup>th</sup> Annual  
Bowl for Kids' Sake Event  
April 29<sup>th</sup> and May 6<sup>th</sup> 2011**

You can change a child's life forever. The funds raised go directly into our local program so you are assured your donation will have a positive impact on the children involved in the ***#1 mentoring program in the country.***

We have over 145 active matches and over 75 children waiting for a Big Brother or Big Sister. **Please consider becoming a sponsor.**

I have enclosed information explaining the sponsor levels, or, why not organize a team and come and bowl? If one of these categories does not fit your company any donation would be greatly appreciated.

I look forward to our partnership. If you have any questions feel free to contact me at **866-4566** or you can e-mail me at [paulah@fsnwpa.org](mailto:paulah@fsnwpa.org).

Regards,

Paula Hayes  
Director of Big Brothers Big Sisters





## **PLATINUM CORPORATE SPONSOR \$7,500- \$10,000**

- Sponsorship is exclusive to the sponsor's industry
- **ONE** company's name listed as **the tournament title**
- Company will provide/select the tournament community chairperson
- Photo on 3,500 bowling brochures
- Appearances at the tournament
- Press release and photo for the Times News
- Radio promotion three-four weeks prior to the event
- Television advertising promotion (JET TV & FOX 66)
- Company chairperson available for live radio events/promotions
- Two day tournament recognition by chairpersons
- Any promotional press releases and/or stories for the Times News
- Company's name/large logo prominently placed on:
  - the **front and back** of over 550 T-shirts
  - the front of 3,500 bowling brochures
  - Family Services web site
  - Acknowledged in Bowl For Kids' Sake Newsletter (1,000+)
- First official ball will be thrown by chairperson/or company representative
- Large company banner prominently displayed at the bowling alley (please provide the banner)
- Appreciation in concluding thank-you newsletter to all bowlers and sponsors
- First opportunity to become Tournament Underwriter in following year
- Any other terms to which both parties agree

**Donation may be monetary or gift-in-kind**

## **GOLD CORPORATE SPONSOR \$5,000**

- Radio/television promotions three-four weeks prior to the event
- Two day tournament recognition by chairpersons
- Any promotional press releases and/or stories for the Times News
- Company's name/large logo prominently placed on:
  - over 550 T-shirts
  - the front of 3,500 bowling brochures
  - Family Services web site
  - Acknowledged in Bowl For Kids' Sake Newsletter (1,000+)
- Large company banner prominently displayed at the bowling alley (please provide the banner)

**Donation may be monetary or gift-in-kind**

## **SILVER CORPORATE SPONSOR \$2,500**

- Two day tournament recognition by chairpersons
- Any promotional press releases and/or stories for the Times News
- Company's name/large logo prominently placed on:
  - over 550 T-shirts
  - the front of 3,500 bowling brochures
  - Family Services web site
  - Acknowledged in Bowl For Kids' Sake Newsletter (1,000+)
- Large company banner prominently displayed at the bowling alley (please provide the banner)

**Donation may be monetary or gift-in-kind**

## **BRONZE SPONSOR \$1,000**

- Company's name/large logo on 3,500 bowling brochures
- Acknowledgement on the Family Services web site
- Large company banner prominently displayed at the bowling alley (please provide the banner)
  - Acknowledged in Bowl For Kids' Sake Newsletter (1,000+)

**Donation may be monetary or gift-in-kind**

## **LANE SPONSOR \$300**

- Large company banner prominently displayed at the bowling alley (please provide the banner)
- Acknowledgement on the Family Services web site
  - Acknowledged in Bowl For Kids' Sake Newsletter (1,000+sent)

## **PRIZE SPONSOR**

- Acknowledgement at Bowling Alley
- Acknowledgement in the Bowl For Kids' Sake Newsletter
- Acknowledgement on the Family Services web-site

## BOWL FOR KIDS' SAKE 2011 SPONSOR CONTRACT

We are very excited about the event this year and look forward to your participation. Bowling will be held on two consecutive Fridays:

**April 29<sup>th</sup> and May 6<sup>th</sup> 2011 at Greengarden Lanes**

The sponsorship categories are as follows. Please read them carefully before making your choice. We have reviewed the sponsorship categories and have agreed to the following sponsorship:

In-kind **or**  Cash

Platinum Sponsor	\$7,500-\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Bronze Sponsor	\$1000
Lane Sponsor	\$300
Food Sponsor	_____ In-Kind Donation
Donation	_____

**TIMETABLE: Please send checks by April 1st**

- **Please send sponsor donation to:**  
Family Services NW PA  
5100 Peach Street  
Erie, PA 16509  
**Attention: BFKS 2011**
- **Make checks payable to Bowl for Kids' Sake**
  
- If you do not have a banner please call Paula at 866-4566

\_\_\_\_\_  
Sponsor Name (**Please Print**)

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Address

\_\_\_\_\_  
Date

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
E-mail

