



Big Brothers Big Sisters

BOWL

For  
Kids'  
Sake

Media Sponsors



Saturday April 27, 2019  
Isleta Fun Connection  
11000 Broadway Blvd SE, ABQ



# Big Brothers Big Sisters®

Join Big Brothers Big Sisters as we celebrate 50 years of mentoring in New Mexico. It's time for Bowl for Kids' Sake (BFKS)!

BFKS 2019 will be held in April at a local bowling venue. Your participation and support will help provide mentoring opportunities to many vulnerable youth in our community. Big Brothers Big Sisters (BBBS) serves over 3,000 at-risk children in New Mexico each year, thanks to the generosity of companies like yours and the contributions of hundreds of individuals in our community.

BFKS is an important fundraiser and a celebration of the thousands of supporters and volunteers who make our work possible. Please consider sponsoring this milestone event. This packet contains event details and sponsorship levels and benefits. Please contact Margaret Shumbarger at [Margaret.Shumbarger@bbbs-cnm.org](mailto:Margaret.Shumbarger@bbbs-cnm.org) or call (505) 837-9223 x 127 for more information or to confirm sponsorship. You may also sign up through our website at: <https://www.giveeffect.com/campaigns/9091-2019-bowl-for-kids-sake-central-new-mexico>.

Your donation is tax deductible and all our proceeds go to providing services for the youth in our mentoring programs. Through our partnership, we can create brighter futures for thousands of children and families in New Mexico.

Thank you for your support.



# What is Bowl For Kids' Sake?

Bowl for Kids' Sake is Big Brothers Big Sisters largest annual fundraising campaign. The event has been held across the country for over 50 years! The money raised through this campaign will be used to support quality mentoring matches between caring adult volunteers and at-risk children in New Mexico. **Our goal central New Mexico goal for BFKS 2019 is to raise \$120,000 to help nearly 1,600 children stay in school, graduate, build confidence, and achieve success in life.**

## Staff + Team Building

Bowl for Kids' Sake is a great human resources tool, and it builds employee morale. As a sponsor your employees will have the opportunity to participate in an event that encourages team-building and fosters stronger relationships between co-workers. Research shows that employees feel greater pride and loyalty towards employers that both: 1) support respected non-profit agencies (like BBBS) and 2) encourage staff community involvement (like BFKS). Those who volunteer return to work with renewed enthusiasm. **Come be a part of the fun!**

## Making an Impact

In a complex world that is often unkind and dangerous to our most vulnerable children, Big Brothers Big Sisters is a ray of hope for a better life and future, for generations to come. BBBS is a donor-supported organization. We depend on the generosity of our neighbors to serve the many at-risk youth in our programs. Supporting these children is critical to our community.

Research shows that Big Brothers Big Sisters' mentoring program is the single most effective way to help vulnerable youth achieve success and reach their potential. Compared to others their age, boys and girls who are matched with a Big Brother or a Big Sister are:

- 46% less likely to begin using illegal drugs
- 27% less likely to begin using alcohol
- 52% less likely to skip school
- 33% more confident in their school performance
- 40% less likely to get arrested

**Big Brothers Big Sisters of New Mexico has created fundamental, positive change in the lives of 10,000+ children over the last 50 years. Our vision is that all children achieve success in life. Through proven methods, we create lasting friendships that will change children's lives for the better, forever.**

We are dedicated to providing safe, professional, effective experiences to the children, families, and volunteers we serve. We are extremely lucky to have the leadership of an outstanding board of directors and the tireless commitment of top-notch staff who manage our day-to-day operations. Our success and incredible impact on this community would not be possible without the generous contributions and support of businesses and other community partners and donors.

# Bowl For Kids' Sake Sponsorships

Big Brothers Big Sisters is pleased to recognize your company, leadership, and employees for their participation in BFKS. We celebrate and thank you. Your organization's contribution to Bowl for Kids' Sake will leverage your marketing efforts and provide increased brand visibility. Your sponsorship will be highlighted in our ongoing communications to our thousands of loyal supporters and in a variety of other ways outlined below.

	Title \$15,000 (1 avail.)	VIP \$5,000 (2 avail.)	King Pin \$2,700	Strike \$1,350	Lane \$500
Recognition as title sponsor in all media, materials, and communication prior to BFKS, on event day, and in follow up	✓				
Promotion during any/every TV appearance for the event	✓				
Promotion in all radio PSAs for the event	✓	✓			
Commercial incorporated into event video and played on large screen TVs at each lane on a loop for the duration of BFKS	✓	✓			
Logo included on event day signage	✓	✓			
Featured recognition in the BBBS newsletter and on social media sites	✓	✓	✓		
Logo featured on t-shirts	✓	✓	✓		
Logo prominently displayed on BFKS website, to be viewed by thousands of participants	✓	✓	✓		
Distribution of sponsor product and/or promotional materials at event	✓	✓	✓	✓	
Signage, periodic PA acknowledgements, and a full-page ad incorporated into event video played on large screen TVs at each lane on a loop for the duration of BFKS	✓	✓	✓	✓	
Registered teams for event	3 teams + lane service	2 teams + lane service	1 team + lane service	1 team	
Logo displayed on sign above a lane for the duration of BFKS	✓	✓	✓	✓	✓
To ensure that your organization can take full advantage of all sponsorship benefits, please confirm your participation as soon as possible. For event day inclusion on signage and materials our print deadline is 4/1/2019.					