



Big Brothers Big Sisters

# B W L

## FOR KIDS' SAKE Sponsorships



Sign Up Today  
at

<http://donate.bbbs-cnm.org/campaigns/5690-bowl-for-kids-sake-2018-san-juan-county>

**LIVE  
BIG**



3704 E. Main St. Farmington, NM 87401



Dear Friends,

**Would you like to help thousands of at-risk children in San Juan County and have FUN? Pick up a bowling ball!**

Bowl for Kids' Sake (BFKS) is Big Brothers Big Sisters' largest annual FUNdraiser. BFKS will be held on **Saturday, June 23, 2018 at Bowlero Lanes**. Your support of Bowl for Kids' Sake will help provide mentoring opportunities to at-risk children in our community. This event is a celebration of mentoring and the efforts of our fundraisers who help us reach **our goal of \$25,000**.



**Big Brothers Big Sisters**

Thanks to the generosity of companies like yours, along with the gifts of hundreds of individuals, **Big Brothers Big Sisters serves nearly 200 at-risk children each year**. Please consider sponsoring this remarkable event. Enclosed you will find the event description, sponsorship levels, and a confirmation form with additional information on BFKS and Big Brothers Big Sisters. We encourage that sponsorships are pledged by May 1st, 2018 for marketing purposes, as marketing benefits may be limited after that date. In the meantime, please contact Neilson Francisco at [nfrancisco@bbbssjc.org](mailto:nfrancisco@bbbssjc.org) or call (505) 326-1508 with any questions or feedback.

Remember, your donation is tax deductible and all of our proceeds go to providing services for the children and youth in our mentoring programs. On behalf of thousands of children and families in San Juan County, thank you for your support. We look forward to a long partnership, providing life-changing opportunities for children in New Mexico. Together, we will create brighter futures.



## What is Bowl for Kids' Sake?

Bowl for Kids' Sake is Big Brothers Big Sisters' largest annual fundraising campaign for kids. The event has been held nationally for 50 years and locally for 13! The money raised through this campaign will be used to support quality mentoring matches between caring adult volunteers and children facing adversity in San Juan County. **Our goal for BFKS 2018 is \$25,000 to help more than 200 children stay in school, graduate, build confidence, and achieve success in life.**



## BFKS is a Great STAFF TEAM BUILDING EVENT!

Bowl for Kids' Sake is a great human resource tool and 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 toward an employer that supports respected non-profit agencies like Big Brothers Big Sisters of Central New Mexico and encourage worker involvement. Those that volunteer return to work with renewed enthusiasm. Let your employees off early to come bowl with us and make a company party of it!



## The Sponsor's Role in Bowl for Kids' Sake

As a BFKS Sponsor, your responsibilities will be to:

- Provide a cash or in-kind donation to underwrite the direct costs of Bowl for Kids' Sake, allowing all pledges raised at the event to go directly to supporting BBBS Matches.
- Prominently display and make available BFKS/BBBS event materials at your place of business.
- Form bowling teams made up of employees, family, friends, and vendors.



## Sponsor Recognition

Big Brothers Big Sisters will recognize your company, leadership, and employees for their participation in BFKS. Your sponsorship allows the money raised by individual pledges to go directly to our programs and services.

We celebrate and thank you:

- On behalf of the thousands of youth that need Big Brothers Big Sisters in our communities, especially the hundreds of children waiting for their Match, thank you!
- For leading by example and improving the lives of our communities' most vulnerable kids, thank you!
- For your active contribution to the success and strength of our community, thank you!

**An investment in Bowl for Kids' Sake will leverage our marketing efforts to provide increased visibility for you and your organization, and include several different opportunities for your company to be presented. Your sponsorship will be highlighted in our ongoing communications to our thousands of loyal supporters and through the variety of ways that are outlined below:**

<b>BOWL FOR KIDS' SAKE 2018 Sponsorship Levels &amp; Benefits</b>	<b>VIP \$5,000</b>	<b>King Pin \$2,500</b>	<b>Strike \$1,000</b>	<b>Lane \$750</b>	<b>Pin \$500</b>
Company name/logo as top billing on BFKS t-shirt	✓				
Company banner hung prominently at event	✓				
Name/logo in all publications, advertising and media promotions including radio and TV	✓	✓			
Company name/logo displayed on BFKS t-shirt	✓	✓	✓		
Prominent acknowledgement, including logo on BFKS pledge sheets and billing statements	✓	✓	✓		
Company banner displayed on bowling lane	✓	✓	✓		
Distribution of sponsor product and promotinal materials at event (provided by company)	✓	✓	✓	✓	
PA announcements during event highlighting sponsor contributions	✓	✓	✓	✓	
Acknowledgement in agency newsletters	✓	✓	✓	✓	✓
Registered team(s) for event	2 Teams	1 Team	1 Team	1 Team	1 Team
Commemorative event t-shirt for team members	✓	✓	✓	✓	✓

*To ensure that your organization can take full advantage of all sponsorship benefits, please submit your 2018 Sponsorship Confirmation Form by the following deadline: May 1, 2018.*



# Why is Supporting Big Brothers Big Sisters so Important?

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. Big Brothers Big Sisters is a donor-supported organization. We depend on the generosity of our community to serve the many at-risk youth referred to our program. As those referrals from teachers, counselors, youth workers, parents, and law enforcement come in, our waiting list grows. Right now, there are hundreds of children throughout San Juan County who are not yet matched with a "Big." Many have been waiting for over a year. Providing services to these children are critical, now more than ever.

Research tells us that Big Brothers Big Sisters is the single most effective way to help vulnerable boys and girls achieve success and reach their potential. Mentoring has a huge impact on a young person's positive development. Compared to other children their age, boys and girls who are matched with a Big Brother or Big Sister are:

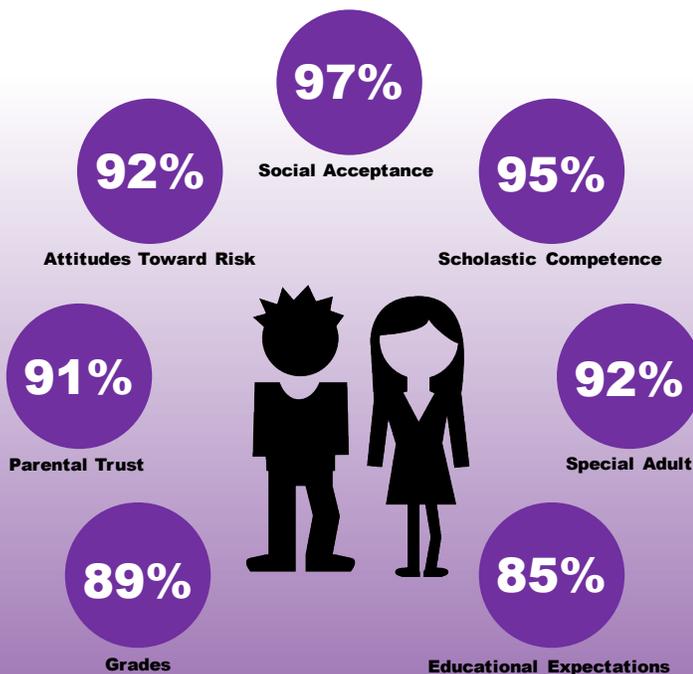
- 46% less likely to begin using illegal drugs
- 27% less likely to begin using alcohol
- 52% less likely to skip school
- 40% less likely to get arrested
- 33% more confident in their school performance

Since our founding 35 years ago, Big Brothers Big Sisters has created fundamental, positive change in the lives of over 5,000 children. Our vision is that all children achieve success in life. We make this happen by creating lasting friendships that will change children's lives for the better, forever. This year, our staff will serve over 200 boys and girls in San Juan County.

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, like you!

## 2016 Youth Outcomes Survey

The Big Brothers Big Sisters Youth Outcomes Survey (YOS) is a real-time measure of the effectiveness of our programs. The YOS demonstrates depth and breadth of outcomes for our youth facing adversity in multiple areas of their lives. Below are the results of YOS showing the percentages of children improving or maintaining in the following areas:



## Why We Measure?

- **Social acceptance** is associated with peer relations and conduct which are linked to **higher grades and graduation rates**.
- Self-reported **grades** are associated with actual grades which are linked to **externalizing behaviors (males), internalizing behaviors (females), and high school graduation rates**.
- **Educational expectations** are associated with hope for a higher education or educational success which is linked to **academic achievement, high school graduation, and college attendance**.
- **Parental trust** is associated with positive parental relationships which are linked to **decreased risky behavior and better school performance**.
- Perceived **scholastic competence** is associated with improved school performance which is linked to **improved grades**.
- Having a **special adult** in a child's life who is not a parent is associated with improved school attendance, attitudes toward school and parent trust which are linked to **improved grades and decreased delinquency**.
- **Attitudes towards risk** are associated with actual risky behaviors which are linked to **negative outcomes later in life**.