

BOWLING

at the

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Bowl for Kids' Sake is Big Brothers Big Sisters' largest national fundraiser, raising over \$20 million annually for children in need across the country. The event has been held across the country for over 50 years, and the money raised through this campaign will be used to support our mentoring services.

Bowl for Kids' Sake is a great human resources tool, builds employee morale, encourages team building, and fosters stronger relationships between co-workers.

Saturday, March 29, 2025
11:00 AM-7:00 PM

Skidmore's Holiday Bowl
7515 Lomas Blvd NE, Albuquerque, NM 87110



ABOUT BIG BROTHERS BIG SISTERS



Big Brothers Big Sisters is the leading youth mentoring organization in the United States. Our mission is to create and support mentoring relationships that ignite the power and promise of youth. Big Brothers Big Sisters, with 230 agencies nationwide, serves more than 5,000 communities. In New Mexico, we mentor 3,000 children across the state every year. We do not charge fees to our clients. Thanks to the critical support from companies and individuals like you, we can ensure that New Mexico's youth and families have access to our services.

Mentoring is good for the economy:

- ▶ 3-1 return for every \$1 invested in mentoring (*the National Mentoring Partnership*)
- ▶ \$2M+ saved by reducing Juvenile crime
- ▶ Reduces cost for treating mental health issues that linger into adulthood
- ▶ When employers support youth mentoring, 73% of employees report strong career satisfaction (*WorkforceMentoring.org*)

PROMOTIONAL AUDIENCE

Events - nearly 1,000 participants at our events that include:

- ▶ 450+ participants, including:
- ▶ Corporate Partners
- ▶ Local government officials
- ▶ Civic groups
- ▶ Local businesses

Direct and Social Marketing

- ▶ 10K+ email subscribers
- ▶ 3K+ Facebook followers
- ▶ 134K+ Facebook annual reach
- ▶ 1K+ Instagram followers
- ▶ LinkedIn TBD

Website

- ▶ 6K visitors
- ▶ 99% organic visitors
- ▶ 86% between the ages of 18 – 54



SPONSORSHIP OPPORTUNITIES

These high-value exposure opportunities are available to companies that want to support BBBS CNM as the leading youth mentoring organization in New Mexico. Your support positively impacts youth in **your** community.

Title Sponsor \$20,000 – 1 Available

Pre-Event Recognition

- ▶ Company logo on BBBS CNM Website
- ▶ Company logo on all BFKS marketing materials
- ▶ Recognition at one (1) media event
- ▶ Promotional materials included in lane gift bags (promotions provided by your company)
- ▶ Priority choice for bowling lane and time
- ▶ Social Media Posts on Facebook, Instagram and LinkedIn

On Site Recognition

- ▶ Company logo on event signage
- ▶ Company logo on large (6x12) screens throughout event
- ▶ Company logo displayed on loop on individual lane screens during event
- ▶ Company logo on BFKS t-shirt
- ▶ VIP Lane Service
- ▶ Recognition via public address (1 per session)
- ▶ Three (3) 30-second promotional commercials (1 per session) with acknowledgements
- ▶ Opportunity to throw the first bowling ball at morning kick off
- ▶ Social media live interview during the event with your representative
- ▶ A number of bowling lanes reserved for your company at the event (details to be determined with our representative)

Post Event Recognition

- ▶ Social Media Post on Facebook, Instagram and LinkedIn

VIP Sponsor \$10,000 – 2 available

Pre-Event Recognition

- ▶ Company logo on BBBS CNM Website
- ▶ Company logo on all BFKS marketing materials
- ▶ Promotional materials included in lane gift bags (promotions provided by your company)
- ▶ Social Media Posts on Facebook, Instagram and LinkedIn

On Site Recognition

- ▶ Company logo on event signage
- ▶ Company logo on large (6x12) screens throughout event
- ▶ Company logo displayed on loop on individual lane screens during event
- ▶ Company logo on BFKS t-shirt
- ▶ VIP Lane Service
- ▶ Recognition via public address (1 per session)
- ▶ Three (3) 30-second promotional commercials (1 per session) with acknowledgements
- ▶ Social media live interview during the event with your representative
- ▶ Four (4) bowling lanes reserved for your company at the event

Game Changer Sponsor \$5,000 – 3 Available

Pre-Event Recognition

- ▶ Company logo on BBBS CNM Website
- ▶ Promotional materials included in lane gift bags (promotions provided by your company)
- ▶ Social Media Posts on Facebook, Instagram and LinkedIn

On Site Recognition

- ▶ Company logo on event signage
- ▶ Company logo on large (6x12) screens throughout event
- ▶ Company logo displayed on loop on individual lane screens during event
- ▶ Company logo on BFKS t-shirt
- ▶ VIP Lane Service
- ▶ Recognition via public address (1 per session)
- ▶ Three (3) bowling lanes reserved for your company at the event

Kingpin Sponsor \$2,700 – 7 available

Pre-Event Recognition

- ▶ Company logo on BBBS CNM Website
- ▶ Social Media Posts on Facebook, Instagram and LinkedIn

On Site Recognition

- ▶ Company logo on event signage
- ▶ Company logo on large screens throughout event
- ▶ Company logo displayed on loop on individual lane screens during event
- ▶ Company logo on BFKS t-shirt
- ▶ Recognition via public address (1 per session)
- ▶ Three (3) bowling lanes reserved for your company at the event

Strike Sponsor \$1,500 – 10 available

Pre-Event Recognition

- ▶ Company logo on BBBS CNM Website

On Site Recognition

- ▶ Company logo on event signage
- ▶ Company logo displayed on loop on individual lane screens during event
- ▶ Company logo on BFKS t-shirt
- ▶ Recognition via public address (1 per session)
- ▶ Two (2) bowling lanes reserved for your company at the event

Lane Sponsor \$1,000 - 10 Available

Pre-Event Recognition

- ▶ Company Logo on BBBS CNM Website

On Site Recognition

- ▶ Company Logo on event signage
- ▶ Company Logo displayed on loop on individual lane screens during event
- ▶ Company Logo on BFKS t-shirt
- ▶ One (1) bowling lane reserved for your company at the event



Scan to view
Sponsorship Grid online

For questions or additional information, contact:

Name:

Email:

Phone: