



Dear Community Leader,

It's the most wonderful time of the year! No, not Christmas, but the **Bowl for Kids' Sake Holiday Extravaganza, presented by Scheels!** For 2024, our signature fundraising event will roll a year's worth of holidays into one series of events. We're tapping into the magic of bringing together loved ones (and our community) to support the tradition of one-to-one youth mentoring!

We're hosting events in cities throughout our service area of Western Wisconsin, including in: Eau Claire, Chippewa Falls, Menomonie, River Falls and Hudson. We'll celebrate the hard work of our peer-to-peer fundraisers with bowling, games, and more! We'll also set the table with events for Bigs & Littles to bowl in Eau Claire and Hudson without the worry of cost.

At the end of our rainbow, we're looking for a \$160,000 pot of gold to support our current and future caseload of children, families, and mentors. Will you ignite youth potential by sponsoring these events? Bowl for Kids' Sake is our largest event of the year and accounts for nearly a third of our annual budget. Sponsorship of Bowl for Kids' Sake Holiday Extravaganza will give your organization access to our digital and traditional media campaigns; reaching an audience of thousands throughout the Chippewa and St. Croix Valley regions.

In addition to sponsorship, your organization is invited to participate by creating a bowling team of 4-6 holiday revelers. Event and team registration information can be found at [www.bbbsnw.org/bfks](http://www.bbbsnw.org/bfks). Team registration launches on January 8, 2024.

Get excited to hippity-hop to a bowling alley near you for the Bowl for Kids' Sake Holiday Extravaganza!

Warm regards,

*Travis Austad*

Travis Austad, CEO





# 2024 Sponsor Agreement

As a sponsor, I understand that Big Brothers Big Sisters will provide me with all of the benefits listed on the 2024 Sponsorship Opportunities sheet for the appropriate value of sponsorship. I will provide all requested branded materials in a timely manner.

AS A BOWL FOR KIDS' SAKE SPONSOR, YOUR MARKETING REACH IS DETERMINED BY YOUR SPONSORSHIP LEVEL.

**Agency-Wide Sponsors ‡** (Presenting, Event, & Alley Levels) get visibility at fundraising events in 5 cities, Big/Little Bowl events in 2 cities & more. \*See benefits page\*

**Regional Sponsors** (Lane, Strike & Pin) "get visibility at fundraising events by region; Chippewa Valley Sponsors: Eau Claire, Chippewa Falls, & Menomonie -or- St. Croix Valley Sponsors: Hudson & River Falls \*See benefits page\*



## BUSINESS INFORMATION

Name of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Website Address \_\_\_\_\_

## PLEASE INDICATE YOUR LEVEL AND DOLLAR AMOUNT OF SPONSORSHIP

- |  |  |
|--|--|
| <input type="checkbox"/> ‡ Presenting Sponsor \$7,500+ <b>--- SOLD ---</b> | <input type="checkbox"/> Lane Sponsor \$600+      \$ _____   |
| <input type="checkbox"/> ‡ Event Sponsor \$3,000+      \$ _____            | <input type="checkbox"/> Strike Sponsor \$300+      \$ _____ |
| <input type="checkbox"/> ‡ Alley Sponsor \$1,200+      \$ _____            | <input type="checkbox"/> Pin Sponsor \$120+      \$ _____    |
| <input type="checkbox"/> ‡ Big/Little Bowl Sponsor \$1,000+      \$ _____  |  |

**For Regional Sponsors:**  
 Chippewa Valley     St. Croix Valley

We are not able to be a sponsor as one of the levels above, but would like to provide a raffle item:

Item(s): \_\_\_\_\_ Value: \$ \_\_\_\_\_

‡ To be included on t-shirts these sponsorships must be received by **February 16<sup>th</sup>**.

## PAYMENT INFORMATION

- Invoice us**       **A check is enclosed**       **Pay with a credit card at: [bbbsnw.org/bfks](https://bbbsnw.org/bfks)**

\*All agency-wide sponsorship commitments must be received by **February 16<sup>th</sup>** for inclusion on the t-shirts and brochure.

\*\*Please provide a hi-resolution file of your logo no later than your deadline (Agency-wide February 16<sup>th</sup> or Regional March 29<sup>th</sup>)

Please return this form to:

Big Brothers Big Sisters of Northwestern Wisconsin  
424 Galloway Street, Eau Claire WI 54703  
Fax: 715-835-2636

For more information contact our team at [sponsorship@bbbsnw.org](mailto:sponsorship@bbbsnw.org) or **715-835-0161**

Big Brothers Big Sisters of Northwestern Wisconsin is a registered 501(c)3 Non-Profit.



# 2024 SPONSORSHIP OPPORTUNITIES

## CHIPPEWA VALLEY & ST. CROIX VALLEY



### AGENCY-WIDE (February 16<sup>th</sup> deadline)

#### Presenting Sponsor **\$7,500+** (SOLD)

##### Printed Materials

- Company logo displayed Extra Large on Day-of Stand Up Posters
- Logo prominently placed on t-shirts (1,000)
- Logo in kick-off & captain packets (all teams)
- Logo on printed pledge sheets

##### Digital Recognition

- **Logo** on website w/ a link to your website
- Name & website listed on the Facebook events + monthly mentions (5+)
- Logo on registration / donation website & training videos
- Logo on event update emails
- Logo/Mentions in all marketing and media opportunities
- 2 minute social media video

##### Branding

- **Naming rights** for the event (5 cities)
- Representatives are invited to be a prominent part of our commercials

##### Day-of-Event Presence

- Opportunity to emcee and market products at events (5 cities)

#### Big/Little Bowl Sponsor **\$1,000+**

(Feb 16th deadline)

##### Printed Materials

- Business logo on poster at B/L events
- Company logo medium on Day-of Stand Up Posters
- Logo placement on event t-shirts (1,000)
- Logo placement in brochure

##### Digital Recognition

- **Name** on website w/ a link to your website

##### 5 Matches Receive:

- Event t-shirts for both the Big & Little
- \$10 of raffles tickets for the Little

### AGENCY-WIDE (February 16<sup>th</sup> deadline)

#### Event Sponsor **\$3,000+**

##### Printed Materials

- Company logo displayed large on Day-of Stand Up Posters
- Logo placement on t-shirts (1,000)
- Logo in kick-off materials (all teams)

##### Digital Recognition

- **Logo** on website w/ a link to your website
- Name listed on the Facebook events
- 60 second social media video

#### Alley Sponsor **\$1,200+**

##### Printed Materials

- Company logo displayed medium on Day-of Stand Up Posters
- Logo placement on event t-shirts (1,000)

##### Digital Recognition

- **Name** on website w/ a link to your website



### REGIONAL (March 29<sup>th</sup> deadline)

#### Lane Sponsor **\$600+**

##### Printed Materials

- Company name displayed **large** on Day-of Stand Up Posters

##### Digital Recognition

- **Name** on website w/ a link to your website

#### Strike Sponsor **\$300+**

##### Printed Materials

- Company name displayed **small** on Day-of Stand Up Posters

##### Digital Recognition

- **Name** on website w/ a link to your website

#### Pin Sponsor **\$120+**

##### Digital Recognition

- Company name listed on the event website



For more information contact our team at [sponsorship@bbbsnw.org](mailto:sponsorship@bbbsnw.org) or 715-835-0161