

B W L FOR KIDS' SAKE



Big Brothers Big Sisters
of the Midlands

2012

Bowl for Kids' Sake Agency Coordinator

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**BOWL
AND
HAVE
AN IMPACT.
GET READY TO
START**

**GET STARTED
SOMETHING!**

**BOWL
FOR KIDS'
SAKE.**

**EVERY GAME
WILL BENEFIT
BIG BROTHERS
BIG SISTERS.
YOU'LL HAVE
A GREAT TIME
AND HELP KIDS
GET A CHANCE
TO STRIKE IT
BIG IN LIFE.
START
SOMETHING
NOW!**

What is Bowl for Kids' Sake

Each spring, corporate and community bowling teams support Brothers Big Sisters of the Midlands by asking family and friends for their financial support towards their participation in Bowl for Kids' Sake. The fun-filled event features a 90-minute bowling session with pizza, beer, soda and the chance to win fun prizes. For information on participating as a sponsor or through company teams, please contact Jim Frederick at jfrederick@bbbsomaha.org.

Dates

April 27, May 3-5, 2012

New Location

Maplewood Lanes
3030 North 101st Omaha, NE

BOWL FOR KIDS' SAKE

Start Something for Kids in Our Community.



There are several ways to get involved in Bowl for Kids' Sake!

Corporate Sponsorship

Each year, Bowl for Kids' Sake (BFKS) averages over 1,300 participants, providing many visibility opportunities for your company. We have a sponsorship opportunity which is perfect for your company or organization.

- Six different sponsorship levels
- BFKS Sponsorships range from \$250 to \$7,500.
- Sponsorship opportunities can include: logo placement on television and print advertising, event t-shirts, website and event signage; mention in all press releases and pre-event advertising; logo placement on event website with a direct link to your company website; and promotional materials to be used as prizes for bowlers.

Company or Corporate BFKS Teams

Many organizations and companies in the Omaha/Council Bluffs metro participate annually in Bowl for Kids' Sake.

- In 2011, 22 area companies participated in BFKS, with coworkers working together to make a difference in the lives of kids.
- Each company selects a Company Coordinator who works with the Big Brothers Big Sisters staff to recruit team captains within the company.
- The team captains put together bowling teams comprised of friends, coworkers or a combination of both.

BFKS Bowling Teams - A Fun & Easy Way to Support Children!

- Fundraising bowling teams can register online and take advantage of the fundraising tools, helping each BFKS participant raise awareness and funds for Big Brothers Big Sisters of the Midlands.
- Each BFKS fundraising bowling team is made up of 5 to 6 bowlers. Each team should set a team fundraising goal. AIM HIGH! We suggest \$500 for a team of five (\$100 per bowler), but some of our top teams raise \$2,500 or more!
- Recruit people to join your team. It could be friends, family, or co-workers. You've set an ambitious goal, so choose people who will help you exceed it.
- Have Fun! Join us at Maplewood Lanes to celebrate your team's success! Remember, it's not about how good a bowler you are, it's celebrating the impact the money your team collected will have on your community.

