

Saturday, March 3, 2012

Columbus Square Bowling Palace



2012
BOWL
for kids'sake
2012 MEDIA GUIDE

Bowl for Kids' Sake is the largest annual fundraiser for Big Brothers Big Sisters of Central Ohio.

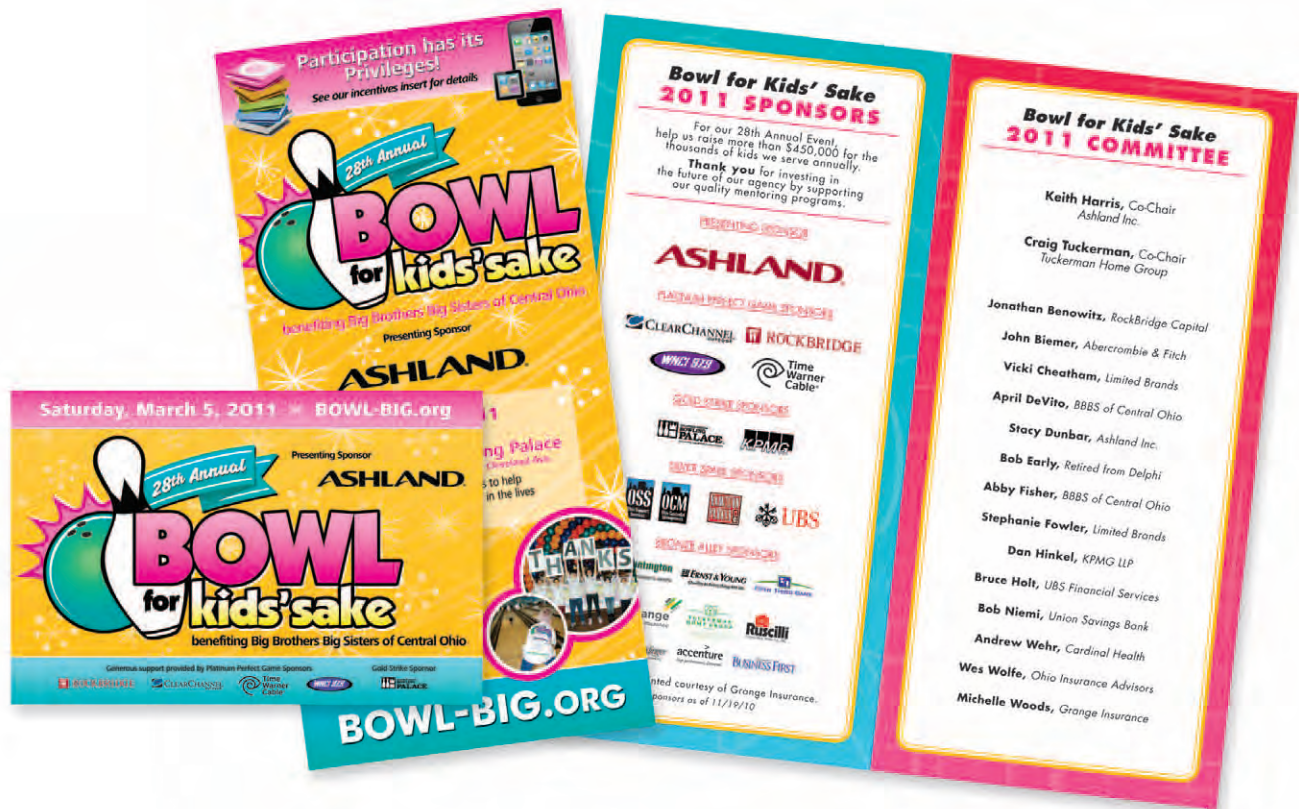
Each year, thousands of corporate representatives and community members join us for a day of bowling in celebration of dollars raised. Now in its 29th year, this grassroots event is the largest of its kind in central Ohio.

With your support, we can continue to directly and positively impact the lives of thousands of children in central Ohio.



Sponsor Benefits ~ Pre-Event Promotions

Sponsors* of Bowl for Kids' Sake will be recognized visibly on a variety of pre-event promotional materials including:



Brochures and Post Cards

10,000 Save the Date postcards and 12,000 brochures are distributed to current and past supporters of Bowl for Kids' Sake. These supporters include Big Brothers Big Sisters' volunteers and donors, as well as Bowl for Kids' Sake corporate sponsors, donors and bowlers.

* Inclusion on brochure and postcard is determined by sponsorship level. Please see the attached list of sponsor benefits for details.



Big Brothers Big Sisters
of Central Ohio

Main Office: 1855 E. Dublin-Granville Road, Columbus, Ohio 43229 • TEL: 614.839.BIGS (2447) • FAX: 614.839.4770 • www.bbbscentralohio.org



Member Agency



Sponsor Benefits ~ Pre-Event Promotions

Sponsors* of Bowl for Kids' Sake will be recognized visibly on a variety of pre-event promotional materials including:



Posters and T-shirts

500 pre-event posters and 1,200 event T-shirts are distributed to local businesses, event participants and other supporters of Bowl for Kids' Sake.

* Inclusion on poster and t-shirt is determined by sponsorship level.
Please see the attached list of sponsor benefits for details.



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Sponsor Benefits ~ Pre-Event Promotions

Sponsors* of Bowl for Kids' Sake will be recognized visibly on a variety of pre-event promotional materials including:



Billboards

In 2011, Clear Channel Outdoor provided space on 20 billboards and 5 digital billboards placed in prominent locations throughout Columbus. These billboards are displayed to the public for a minimum of four weeks, and result in more than 350,000 viewings. **Clear Channel Outdoor has generously committed to support the event again in 2012.**

Radio

In 2011, Clear Channel Radio was a sponsor of Bowl for Kids' Sake. In-studio interviews discussing the mission of Big Brothers Big Sisters and the Bowl for Kids' Sake event are aired on Clear Channel Columbus stations, including lead station WNCI (97.9FM), as well as WCOL (92.3FM), WBWR (105.7FM), WLZT (93.3FM), WRXS (106.7FM) and WTPG (1230AM). Clear Channel's talk radio station WTVN (610AM) gives the event significant exposure via their local talk-show hosts. Public service announcements air on all six of the Clear Channel stations in Columbus. **Clear Channel Radio has generously committed to support the event again in 2012.**

Television

In 2011, Time Warner Cable aired our Bowl for Kids' Sake Public Service Announcement on all 54 standard cable stations. These Public Service Announcements are aired more than 250 times through the month leading up to the event. **Time Warner Cable has generously committed to support the event again in 2012.**

Earned Media

News releases are sent to all local media outlets, including network television, print and radio.

* Inclusion on billboard and other pre-event promotions is determined by sponsorship level.
Please see the attached list of sponsor benefits for details.



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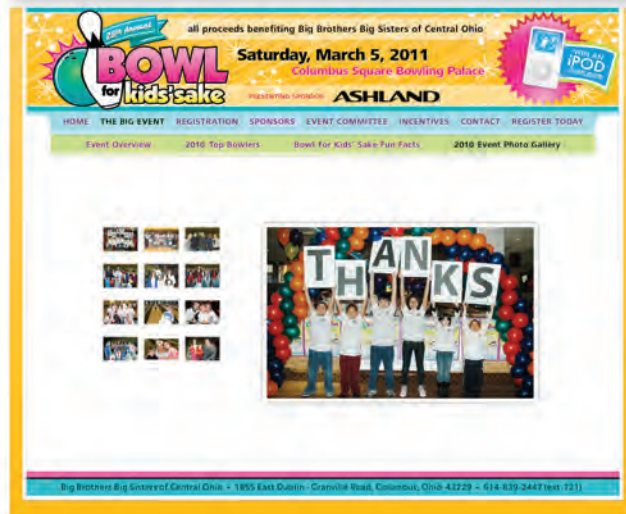


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Sponsor Benefits ~ Pre-Event Promotions

Sponsors* of Bowl for Kids' Sake will be recognized visibly on a variety of pre-event promotional materials including:



Website

In 2011, the *Bowl for Kids' Sake* website was used by most of the 2,000 event participants and by more than 5,500 donors contributing money online to support bowlers.

* Inclusion on website is determined by sponsorship level. Please see the attached list of sponsor benefits for details.



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Sponsor Benefits ~ Event Day Visibility

More than 2,500 bowlers and hundreds more supporters are expected to attend Bowl for Kids' Sake 2012.

Sponsors* will receive recognition in a variety of on-site promotional materials including:



- Local television and print media covering the event
- Hourly announcements
- Acknowledgement on all 16 flat-screen televisions
- Prominent corporate logo placement on event banners and signage
- Opportunity to exhibit and/or promote products to 2,500+ attendees during length of event (nine hours: 8 a.m. - 5 p.m.)

* Inclusion on event day signage and other event day promotions is determined by sponsorship level. Please see the attached list of sponsor benefits for details.



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Sponsor Benefits ~ Post-Event Acknowledgements

Sponsors* of Bowl for Kids' Sake will receive post-event publicity in a variety of formats:



Newsletter

Sponsors will be acknowledged in up to two Big Brother Big Sisters Newsletters (circulation 8,000) and our annual report (circulation 8,500).

Advertisements

In 2011, sponsors were prominently recognized in a half-page ad in *Columbus Business First* (60,000 total weekly readers).

* Inclusion on post-event acknowledgements is determined by sponsorship level. Please see the attached list of sponsor benefits for details.



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2011 Corporate Sponsors

Presenting Sponsor

Ashland Inc.

Platinum Perfect Game Sponsors

Clear Channel Outdoor

RockBridge

Time Warner Cable

WNCI 97.9

Gold Strike Sponsors

Columbus Square Bowling Palace

KPMG LLP

Silver Spare Sponsors

Hamilton Parker Company

Ohio Custodial Management / Ohio Support Services

UBS Financial Services Inc.



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2011 Corporate Sponsors

Bronze Alley Sponsors

Accenture
Columbus Business First
Ernst & Young
Fifth Third Bank
Giant Eagle, Inc.
Grange Insurance
Huntington Bank
Ohio Custodial Management
Ruscilli Construction Co., Inc.
Schoedinger Funeral & Cremation
Tuckerman Home Group

Bowling Ball Sponsors

Baker & Hostetler
Reminger Attorneys at Law

In-Kind Sponsors

Bonefish Grill - Polaris
Chipotle
Columbus Business First
Dancor Inc.
G&J Pepsi-Cola Bottlers
Giant Eagle, Inc.
Gordon Food Service
Grange Insurance
Hilton Garden Inn
Tim Hortons



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2012 Sponsor Benefits

\$35,000 Presenting Sponsor (\$25,000 corporate/\$10,000 company bowler revenue)

Pre-Event

- Exclusive naming rights to this year's event: *Bowl for Kids' Sake Presented by Your Company Name*
- Prominent placement of company logo on up to 20 standard and 5 digital local Clear Channel Outdoor *Bowl for Kids' Sake* billboard advertisements (estimate viewings of at least 350,000)*
- Prominent placement of company logo on all event materials including: Save the Date postcards (10,000), brochures (12,000), t-shirts (1,200) and posters (500)
- Prominent recognition in all Public Service Announcements aired on Time Warner Cable stations (to air on the 54 standard cable stations more than 250 times leading up to event)*
- Prominent recognition in Big Brothers Big Sisters' Winter newsletter (circulation 8,000)
- Prominent placement of company logo on Big Brothers Big Sisters' *Bowl for Kids' Sake* on-line registration website home page
- Prominent recognition in all local Clear Channel Radio *Bowl for Kids' Sake* radio advertisements*
- Prominent recognition in all pre-event *Bowl for Kids' Sake* press releases and print advertisements
- Tailored promotional package for easy and effective on-site employee recruitment
- Opportunity to pre-reserve bowling lanes for your company's teams
- A representative from your company will be invited to serve on the event committee
- Invitation to have a representative from your company speak at the January *Bowl for Kids' Sake* Company Coordinator Kickoff Meeting

Day of Event

- Prominent recognition in local television and print media covering the event
- Prominent recognition during hourly announcements
- Prominent recognition on all 16 flat-screen on-site televisions
- Prominent placement of company logo on lane banners and event signage
- Reserved bowling lanes for your company's teams
- Opportunity to exhibit products and/or promote services to more than 2,500 attendees during length of event (nine hours: 8 a.m.-5 p.m.)
- Presentation of the "Presenting Sponsor" award and commemorative group photo

Post-Event

- On-site presentation recognizing and thanking all Company Coordinators and Team Captains
- Reserved table for ten at *A Taste of Class for Kids*, our premier black-tie gala in April (\$5,000 value)
- Recognition on the Big Brothers Big Sisters' website for one year
- Prominent recognition in a *Columbus Business First* advertisement (60,000 total weekly readers)
- Prominent recognition in Big Brothers Big Sisters' Summer newsletter (circulation 8,000)
- Recognition in Big Brothers Big Sisters' Annual Report (circulation 8,500)
- Recognition at Big Brothers Big Sisters' Annual Meeting (600+ attendees)
- One table of ten at the Big Brothers Big Sisters' Annual Meeting (600+ attendees)
- Invitation to programs including our Annual Summer Match Activity and our Big & Little Holiday Party
- First right of refusal of Presenting Sponsorship for *Bowl for Kids' Sake* 2013

*agreement not yet finalized for 2012 event



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2012 Sponsor Benefits

\$25,000 Platinum Perfect Game Sponsor

Pre-Event

- Placement of company logo on up to 20 standard and 5 digital local Clear Channel Outdoor *Bowl for Kids' Sake* billboard advertisements (estimate viewings of at least 350,000)
- Prominent placement of company logo on event materials including: Save the Date postcards (10,000), brochures (12,000), t-shirts (1,200) and posters (500)
- Recognition in all Public Service Announcements aired on Time Warner Cable stations (to air on the 54 standard cable stations more than 250 times leading up to event)
- Prominent recognition in Big Brothers Big Sisters' Winter newsletter (circulation 8,000)
- Scrolling company logo on Big Brothers Big Sisters' *Bowl for Kids' Sake* on-line registration website home page
- Recognition in all local Clear Channel Radio *Bowl for Kids' Sake* radio advertisements*
- Recognition in all pre-event *Bowl for Kids' Sake* press releases and print advertisements
- Tailored promotional package for easy and effective on-site employee recruitment
- Opportunity to pre-reserve bowling lanes for your company's teams
- A representative from your company will be invited to serve on the event committee
- Invitation to the January *Bowl for Kids' Sake* Company Coordinator Kickoff Meeting

Day of Event

- Recognition in local television and print media covering the event
- Recognition during hourly announcements
- Recognition on all 16 flat-screen on-site televisions
- Placement of company logo on lane banners and event signage
- Reserved bowling lanes for your company's teams
- Opportunity to exhibit products and/or promote services to over 2,500 attendees during length of event (nine hours: 8 a.m.-5 p.m.)
- Presentation of the "Platinum Perfect Game Sponsor" award and commemorative group photo

Post-Event

- On-site presentation recognizing and thanking all Company Coordinators and Team Captains
- Two complimentary tickets to *A Taste of Class for Kids*, our premier black-tie gala in April (\$800 value)
- Prominent recognition in a *Columbus Business First* advertisement (60,000 total weekly readers)
- Prominent recognition in Big Brothers Big Sisters' Summer newsletter (circulation 8,000)
- Recognition in Big Brothers Big Sisters' Annual Report (circulation 8,500)
- Recognition at Big Brothers Big Sisters' Annual Meeting (600+ attendees)
- Two complimentary tickets to Big Brothers Big Sisters' Annual Meeting (600+ attendees)
- Invitation to programs including our Annual Summer Match Activity and our Big & Little Holiday Party

*agreement not yet finalized for 2012 event



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2012 Sponsor Benefits

\$15,000 Gold Strike Sponsor

Pre-Event

- Placement of company logo on event materials including: Save the Date postcards (10,000), brochures (12,000), t-shirts (1,200) and posters (500)
- Recognition in Big Brothers Big Sisters' Winter newsletter (circulation 8,000)
- Scrolling company logo on Big Brothers Big Sisters' *Bowl for Kids' Sake* on-line registration website home page
- Tailored promotional package for easy and effective on-site employee recruitment
- Opportunity to pre-reserve bowling lanes for your company's teams
- Invitation to the January *Bowl for Kids' Sake* Company Coordinator Kickoff Meeting

Day of Event

- Recognition in print media covering the event
- Recognition during hourly announcements
- Recognition on all 16 flat-screen on-site televisions
- Placement of company logo on lane banners and event signage
- Reserved bowling lanes for your company's teams
- Opportunity to exhibit products and/or promote services to over 2,500 attendees during length of event (nine hours: 8 a.m.-5 p.m.)
- Presentation of the "Gold Strike Sponsor" award and commemorative group photo

Post-Event

- Recognition in a *Columbus Business First* advertisement (60,000 total weekly readers)
- Recognition in Big Brothers Big Sisters' Summer newsletter (circulation 8,000)
- Recognition in Big Brothers Big Sisters' Annual Report (circulation 8,500)
- Two complimentary tickets to Big Brothers Big Sisters' Annual Meeting (600+ attendees)
- Invitation to programs including our Annual Summer Match Activity and our Big & Little Holiday Party





2012 Sponsor Benefits

\$10,000 Silver Spare Sponsor

Pre-Event

- Placement of company logo on event materials including: brochures (12,000), t-shirts (1,200) and posters (500)
- Recognition in Big Brothers Big Sisters' Winter BBBS newsletter (circulation 8,000)
- Scrolling company logo on Big Brothers Big Sisters' *Bowl for Kids' Sake* on-line registration website home page
- Tailored promotional package for easy and effective on-site employee recruitment
- Opportunity to pre-reserve bowling lanes for your company's teams
- Invitation to the *Bowl for Kids' Sake* Company Coordinator Kickoff Meeting

Day of Event

- Recognition during hourly announcements
- Recognition on all 16 flat-screen on-site televisions
- Placement of company logo on lane banners and event signage
- Reserved lanes for your company's teams
- Presentation of the "Silver Spare Sponsor" award

Post-Event

- Recognition in Big Brothers Big Sisters' Summer newsletter (circulation 8,000)
- Recognition in Big Brothers Big Sisters' Annual Report (circulation 8,500)
- Two complimentary tickets to Big Brothers Big Sisters' Annual Meeting (600+ attendees)
- Invitation to programs including our Annual Summer Match Activity and our Big & Little Holiday Party

\$5,000 Bronze Alley Sponsor

Pre-Event

- Placement of company logo on the event brochures (12,000)
- Tailored promotional package for easy and effective on-site employee recruitment
- Opportunity to pre-reserve bowling lanes for your company's teams
- Invitation to the *Bowl for Kids' Sake* Company Coordinator Kickoff Meeting

Day of Event

- Recognition on all 16 flat-screen on-site televisions
- Placement of company logo on lane banners and event signage
- Reserved bowling lanes for your company's teams

Post-Event

- Recognition in Big Brothers Big Sisters' Summer newsletter (circulation 8,000)
- Recognition in Big Brothers Big Sisters' Annual Report (circulation 8,500)
- Invitation to Big Brothers Big Sisters' Annual Summer Match Activity





2012 Sponsor Benefits

\$2,500 Lane Sponsor

Pre-Event

- Tailored promotional package for easy and effective on-site employee recruitment
- Opportunity to pre-reserve bowling lanes for your company's teams
- Invitation to the *Bowl for Kids' Sake* Company Coordinator Kickoff Meeting

Day of Event

- Placement of company logo on lane banners and event signage
- Reserved lanes for your company's teams

Post-Event

- Recognition in Big Brothers Big Sisters' Annual Report (circulation 8,500)
- Invitation to Big Brothers Big Sisters' Annual Summer Match Activity

\$1,000 Bowling Ball Sponsor

Pre-Event

- Tailored promotional package for easy and effective on-site employee recruitment
- Opportunity to pre-reserve bowling lanes for your company's teams
- Invitation to the *Bowl for Kids' Sake* Company Coordinator Kickoff Meeting

Day of Event

- Placement of company logo on lane banners
- Reserved lanes for your company's teams

Post-Event

- Recognition in Big Brothers Big Sisters' Annual Report (circulation 8,500)
- Invitation to Big Brothers Big Sisters' Annual Summer Match Activity





2012 Sponsorship Confirmation Form

Yes, count us in! *We wouldn't dare miss the fun!*

Contact Name & Title: _____

Company: (as you would like it to appear in publications) _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Signature: _____ Date: _____

Participation Level

- Presenting Sponsor \$35,000
- Platinum Perfect Game Sponsor \$25,000
- Gold Strike Sponsor \$15,000
- Silver Spare Sponsor \$10,000
- Bronze Alley Sponsor \$5,000
- Lane Sponsor \$2,500
- Bowling Ball Sponsor \$1,000
- Please accept our contribution of: _____
- Please send us information so that we may gather teams to bowl!
- Please send information about volunteer opportunities with Big Brothers Big Sisters.

Payment Method: (please make checks payable to Big Brothers Big Sisters)

- Payment enclosed.
- Please invoice.

Please FAX/send completed form to: Big Brothers Big Sisters of Central Ohio
 Attn: *Bowl for Kids' Sake* / Lori Brown
 1855 E. Dublin-Granville Road, First Floor
 Columbus, OH 43229-3516
 Phone: 614-839-2447 (ext. 121) | Fax: 614-839-4770
 Email: lbrown@bbbscentralohio.org

Thank you for supporting thousands of children in central Ohio!



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2012 Event Fact Sheet

ABOUT THE EVENT:

For 28 years, *Bowl for Kids' Sake* (BFKS) has been the largest and most important annual fundraiser for Big Brothers Big Sisters of Central Ohio. In 2011, this event raised more than \$440,000 in important operating revenue. This accomplishment has enabled us to positively impact the lives of thousands of children through quality mentoring relationships. We touch the lives of children who are most at-risk, and inspire them to become confident, competent and caring individuals in our community. Research has proven the unquestionable benefits of mentoring, and the need for our programs continues to grow at an unprecedented rate.

DATE & TIME:

Saturday, March 3, 2012 | 8:00 a.m. - 5:00 p.m. (last bowlers start at 4:00 p.m.)

LOCATION:

Columbus Square Bowling Palace - 161 & Cleveland Avenue

ATTENDEES:

More than 2,500 people comprised of corporate sponsors, employees and their families, civic and community organizations, individual supporters, staff and volunteers.

EVENT GOALS:

- To celebrate bowling fun and community support for Big Brothers Big Sisters
- To raise \$450,000 in support of Big Brothers Big Sisters' quality mentoring programs
- To have fun and increase awareness of the Big Brothers Big Sisters mission to change the lives of at-risk children and make our community a better place

TEAM PARTICIPATION:

Companies and organizations that would like to participate are encouraged to establish a Company Coordinator. This person recruits colleagues to become Team Captains, who will each then recruit four co-workers, friends, neighbors and family members to join their team. Big Brothers Big Sisters encourages team rivalries, creative team names, coordinating team outfits and cut-throat competitions! Fun is the word of the day on March 3rd, when all teams revel in one-hour of bowling fun to celebrate their fundraising efforts.

EVENT COMPONENTS:

- Participants raise money online and/or turn in their pledge money on event day and collect incentive prizes, including iPods, t-shirts and gift cards.
- Bowlers enjoy an all-day roster of entertainment, including raffles, complimentary food and drink, media and surprise celebrity guests, music and fun!
- Hourly announcements and updates thank and recognize bowlers and sponsors who have contributed to the event's success.

SPONSORSHIP:

There are many opportunities to be a proud corporate sponsor of *Bowl for Kids' Sake*. Please see the sponsor packet enclosed or call Lori Brown, Corporate Relations & Event Manager, at 614-839-2447 (ext. 121). Sponsorship opportunities are available from \$1,000 to \$35,000.



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2012 Corporate Champion Fact Sheet

Be a Corporate Champion!

You can provide support to *Bowl for Kids' Sake* and Big Brothers Big Sisters of Central Ohio not only through corporate donations, but also by just using the funds raised by your company's employees. Corporations who guarantee a level of combined employee/company giving are designated as Corporate Champions. In 2011, half of our top sponsors were Corporate Champions, including UBS Financial Services Inc., KPMG LLP and RockBridge.

Businesses who add their corporate dollars to those raised by their employees find that:

- Employees are motivated to excel because of the employer support
- Team work required to reach fund raising goals strengthens employee relations
- Corporate community image is strengthened through its affiliation with Big Brothers Big Sisters

Each level of *Bowl for Kids' Sake* sponsorship offers significant benefits, as detailed in the enclosed materials. By guaranteeing that the combined fund raising efforts of your associates and your company will reach a designated sponsorship level, you will receive ALL of the corresponding benefits of corporate sponsorship. Read below to learn more about how this concept can work for you!

Secure your sponsorship in one of two ways:

- 1) Your company can contribute 100% of the sponsorship amount.
- 2) Your company can be a Corporate Champion. This is an exciting sponsorship option for companies who commit to add corporate dollars to contributions raised by bowlers to reach a pre-determined sponsorship level. Big Brothers Big Sisters staff will work with you to help you develop fund raising strategies for you and your employees to ensure you meet or exceed your fund raising goal.

Example:

Your company agrees to be a \$15,000 Corporate Champion.
Your total pledge is \$15,000 and your employees raise \$11,000.
Your company is responsible for \$4,000 and will receive sponsor benefits at the \$15,000 level!

or

Your total pledge is \$15,000 and your employees raise \$15,000.
Your company is not responsible for any corporate donation.

If you have questions, please call Lori Brown, Corporate Relations & Event Manager at 614-839-2447 (ext. 121).

**Complete and return the enclosed Sponsor Commitment Form today
and thank you for helping thousands of children in central Ohio!**



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2012 Corporate Champion Confirmation Form

YES! I want to join the list of prominent *Bowl for Kids' Sake* corporate sponsors! As a Corporate Champion, my company will guarantee a combined total of bowling team and company dollars at the level indicated below:

- Presenting Sponsor \$35,000
- Platinum Perfect Game Sponsor \$25,000
- Gold Strike Sponsor \$15,000
- Silver Spare Sponsor \$10,000
- Bronze Alley Sponsor \$5,000

Contact Name & Title: _____

Company: (as you would like it to appear in publications) _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Signature: _____ Date: _____

Our *Bowl for Kids' Sake* Company Coordinator is: _____

To secure benefits of recognition, please fax or mail completed form to:

Big Brothers Big Sisters of Central Ohio
Attn: *Bowl for Kids' Sake* / Lori Brown
1855 E. Dublin-Granville Road, First Floor
Columbus, OH 43229-3516
Phone: 614-839-2447 (ext. 121) | Fax: 614-839-4770
Email: lbrown@bbbscentralohio.org

**Thank you for supporting the efforts of your employees,
and for helping thousands of children in central Ohio!**



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2012 Company Coordinator Confirmation Form

Big Brothers Big Sisters | 2012 Bowl for Kids' Sake

When: Saturday, March 3, 2012 | 8:00 a.m. to 5:00 p.m.

Where: Columbus Square Bowling Palace (Rt. 161 and Cleveland Ave.)

Our largest fundraiser of the year and the largest event of its kind in Ohio!

Help us inspire at-risk youth in our community to be confident, competent and caring individuals!

Team registration information will be available at the Company Coordinator Kickoff Meeting in January.

Yes, I will commit to being a Company Coordinator! *Contact me in January.*

Contact Person/Title: _____

Company: (as you would like it to appear in publications) _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

I would like a representative to make a presentation regarding this event at my organization.

Please send my company information on becoming a corporate sponsor.

Packages begin at \$1,000.

Please FAX this completed form to **(614) 839-4770**
or scan and email to lbrown@bbbscentralohio.org

*If your contact information changes or if you have questions,
please contact Lori Brown, Corporate Relations & Event Manager at 614-839-2447 (ext. 121).*



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