



2012 EVENT FACT SHEET

ABOUT THE EVENT:

Bowl For Kids' Sake (BFKS) has become an important annual fundraiser for Kauai Big Brothers Big Sisters. In 2011, this event raised over \$21,000 to support our one-to-one youth mentoring programs. This has enabled us to positively impact the lives 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 • Shift 1: 3p - 5:30p; Shift 2: 6p - 8:30p

LOCATION:

Lihue Bowling Center, 4303 Rice Street.

ATTENDEES:

More than 300 people including corporate sponsors, employees and their families, civic and community organizations, individual supporters, staff and volunteers.

EVENT GOALS:

- To celebrate our third year of bowling fun and community support for Kauai Big Brothers Big Sisters;
- To raise \$35,000 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.

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2012 EVENT FACT SHEET (continued)

TEAM PARTICIPATION:

Companies and organizations that would like to participate in BFKS are encouraged to establish a Company Coordinator. This person recruits colleagues to become Team Captains, who will each then recruit five co-workers, friends, neighbors and family members to join their team. Kauai Big Brothers Big Sisters encourages team rivalries, creative team names, coordinating team outfits and friendly competitions! Fun is the word of the day, when all teams revel in three hours 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 gift cards and t-shirts.
- Bowlers enjoy an all-day roster of entertainment, including prize drawings, 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:

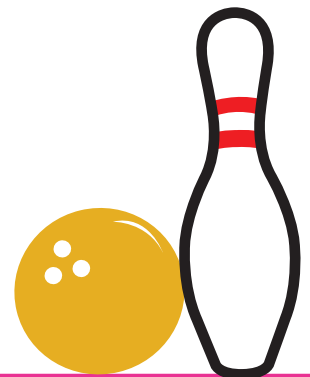
There are many opportunities to be a proud corporate sponsor of Kauai Big Brothers Big Sisters' BFKS. Please see the sponsor packet enclosed or contact Kaulana Finn, Community Director, at (808) 855-2905 or kfinn@bigskauai.org. Sponsorship opportunities are available from \$1000 to \$10,000.

WEBSITES:

To learn more about the event, visit the event website at:

www.kauaibowl.kintera.org.

To learn more about Kauai Big Brothers Big Sisters, check out the organization's website at: www.bigskauai.org.





2012 CORPORATE CHAMPION FACT SHEET

Be a Corporate Champion!

You can provide support to Bowl For Kids' Sake and Kauai Big Brothers Big Sisters not just 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**.

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 fundraising goals strengthens employee relations
- Corporate community image is strengthened through its affiliation with Big Brothers Big Sisters

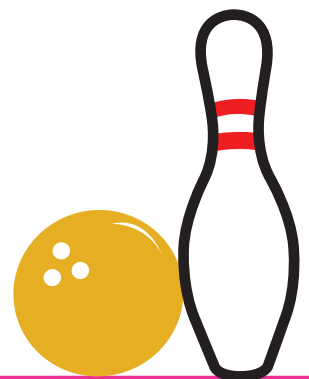
Each level of Bowl For Kids' Sake sponsorship offers significant benefits. By guaranteeing that the combined fundraising efforts of your associates and your company will reach a designated sponsorship level, you will receive ALL of the corresponding benefits of corporate sponsorship. Read below to learn 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 fundraising strategies for you and your employees to ensure you meet or exceed your fundraising goal.

Become a **Corporate Champion** today and thank you for helping our children, families, and community.

Example:
Your company agrees to be a \$3,000 Corporate Champion. Your total pledge is \$3,000 and your employees raise \$2,500. Your company is responsible for \$500 and receive sponsor benefits at the \$3,000 level!
OR
Your total pledge is \$3,000 and your employees raise \$3,000. Your company is not responsible for any corporate donation but will still receive the sponsor benefits!





2012 SPONSOR BENEFITS

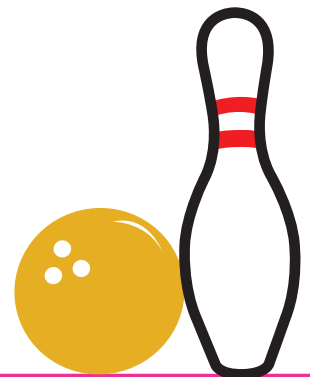
Sponsors enjoy great exposure and benefits via Bowl for Kids Sake 2012. Read on for just some of the many benefits that come with your sponsorship!

\$10,000 Presenting Sponsor (1 company)

- Exclusive naming rights: Kauai Bowl for Kids' Sake Presented by Your Company Name
- Prominent logo placement on all event collateral; Kauai Bowl for Kids' Sake registration website home page; Kauai Big Brothers Big Sisters website page
- Day-of event: LIVE acknowledgement during hourly announcements and prominent recognition on lane banners and event signage
- Six (6) reserved lanes for your company's teams
- Commemorative Kauai Bowl for Kids' Sake T-shirts for all bowling team members
- Exclusive drawing for great prizes

\$3,000 Platinum Perfect Game Sponsor (3 companies)

- Logo placement on all event collateral; Kauai Bowl for Kids' Sake registration website home page; Kauai Big Brothers Big Sisters website page
- Day-of event: LIVE acknowledgement during hourly announcements and recognition on lane banners and event signage
- Four (4) reserved lanes for your company's teams
- Commemorative Bowl for Kids' Sake T-shirts for all bowling team members
- Exclusive drawing for great prizes





2012 SPONSOR BENEFITS (continued)

\$2,000 Gold Strike Sponsor (8 companies)

- Scrolling placement of company logo on Kauai Bowl for Kids' Sake registration web-site home page
- Company logo on lane banners and event signage
- Two (2) reserved lanes for your company's teams
- Commemorative Bowl for Kids' Sake T-shirts for all bowling team members
- Special drawing for prizes

\$1,000 Silver Spare Sponsor (10 companies)

- Scrolling placement of company logo on Kauai Bowl for Kids' Sake registration web-site home page
- One (1) reserved lanes for your company's teams
- Commemorative Bowl for Kids' Sake T-shirts for all bowling team members
- Special drawing for prizes

\$600 Bowling Ball Sponsor (8 teams)

- One (1) reserved lane for your team of six (6) bowlers
- Commemorative Bowl for Kids' Sake T-shirts for all bowling team members

Thank you for investing in the future of Kauai Big Brothers Big Sisters by supporting quality youth mentoring programs!

