

# 2024 SPONSORSHIP OPPORTUNITIES



<b>EVENT THEME</b>	Golden Anniversary to celebrate 50 years of Big Brothers Big Sisters
<b>COMPANY</b>	Big Brothers, Big Sisters Medicine Hat
<b>DATE</b>	Friday, March 22, 2024
<b>TIMES</b>	6 to 8 p.m., 8:30 to 10:30 p.m. (that's over 300 community participants throughout the night)!
<b>WEBSITE</b>	<a href="http://medicinehat.bigbrothersbigsisters.ca/bowl">medicinehat.bigbrothersbigsisters.ca/bowl</a>

**SUMMARY** Grab your gold...whether you come as a gold digger, want to pull out your glitzy glam, or want to don your rapper's chain, let's celebrate the 50<sup>th</sup> Anniversary of BBBS in style! There's no other way we would want to honour our golden anniversary than with you at our largest fundraising event, Bowl for Kids' Sake, on Friday, March 22, 2024!

This exciting annual event invites teams of friends, family, and co-workers to collect pledges in support of Big Brothers Big Sisters Medicine Hat one-to-one mentoring and in-school programs.

Join us for a night of bowling, food, drinks, prizes, laughter and memories, and act as advocates for the youth in our community to reach their full potential!



## **GOLDEN SUPERHERO TITLE SPONSORSHIP**

**\$10,000 (1 Available) – SOLD OUT - Thanks to Scotiabank!**

- Title Sponsor Name will be integrated into all branding for the event. Title Sponsor will receive first right of refusal for naming rights for 2025 event
- Title Sponsor will receive 'Top Billing' in all advertising and promotion and all event signage and materials (news release, posters, radio advertising, social media)
- Title Sponsor will receive 4 dedicated social media posts between December – March 22, 2024
- Title Sponsor will be mentioned and/or tagged in all social media posts.
- Title Sponsor will be given the opportunity to visit a community school and learn first-hand how Big Brothers Big Sisters makes an impact. Title Sponsor will also be given the opportunity to co-host a pizza party with a BBBS affiliate school
- Two (2) complimentary lane sponsorships
- Two (2) complimentary team registrations (up to 6 people per team)
- Logo recognition on "Title Sponsor" sign and placed at the entrance of bowling alley
- Title Sponsor will receive professional photos of the event to use for corporate website, social media, and printed assets

- Your company name/logo will also be featured:
  - As “Title Sponsor” on BBBS Event Page
  - Event Poster
  - Verbal recognition at event during presentation
  - Opportunity to bring business marketing materials to display at event
  - Recognition as “Title Sponsor” in the post event email sent to all bowling teams and supporters

### **GOLDEN TRIP SPONSOR**

**\$5,000**



- “Trip Sponsor” will receive recognition everywhere the golden grand prize is advertised (news release, posters, radio advertising, social media)
- Two (2) complimentary lane sponsorship
- Two (2) complimentary team registrations (up to 6 people per team)
- Logo recognition as “Trip Sponsor” placed in a prominent location at event
- Opportunity to bring promotional materials for all event guests
- “Trip Sponsor” may decorate the double scoring area in your company’s colors, logo, and swag for the entire evening
- “Trip Sponsor” will receive 3 dedicated social media posts between December – March 2024 specifically targeted to your business offerings and promotions
- Your company name/logo will also be featured:
  - As “Trip Sponsor” on BBBS Event Page
  - Verbal recognition at event during presentation
  - Recognition as “Trip Sponsor” in the post event email sent to all bowling teams and supporters

### **GOLDEN TREASURE SPONSOR**

**\$5,000**



- Two (2) complimentary lane sponsorship
- Two (2) complimentary team registrations (up to 6 people per team)
- Logo recognition on “Golden Treasure Sponsor” sign and placed in a prominent location at event
- “Golden Treasure Sponsor” may decorate the double scoring area in your company’s colors, logo, and swag for the entire evening
- “Golden Treasure Sponsor” will receive 2 dedicated social media posts between December – March 2024
- Your company name/logo will also be featured:
  - As “Golden Treasure Sponsor” on BBBS Event Page
  - Verbal recognition at event during presentation
  - Opportunity to bring business marketing materials to display at event
  - Recognition as “Golden Treasure Sponsor” in the post event email sent to all bowling teams and supporters



### **GOLDEN SUNSHINE SPONSOR**

**\$2,500**

- One (1) complimentary lane sponsorship
- One (1) complimentary team registration (up to 6 people)
- Logo recognition as “Golden Sunshine Sponsor” at event
- “Golden Sunshine Sponsor” may decorate the double scoring area in your company’s colors, logo, and swag for the entire evening
- “Golden Sunshine Sponsor” will receive 1 dedicated social media post between January – March 22, 2024
- Your company name/logo will also be featured:
  - As “Golden Sunshine Sponsor” on BBBS Event Page
  - Verbal recognition at event during presentation
  - Opportunity to bring business marketing materials to display at event
  - Recognition as “Golden Sunshine Sponsor” in the post event email sent to all bowling teams and supporters



### **GOLDEN NUGGET SPONSOR**

**\$1,000**

- One (1) complimentary lane sponsorship
- “Golden Nugget” will be highlighted in a social media post with other “Golden Nugget” between January - March 17, 2023
- Logo recognition as “Golden Nugget” at event
- Your company name/logo will also be featured:
  - As “Golden Nugget” on BBBS Event Page
  - Verbal recognition at event during presentation
  - Opportunity to bring business marketing materials to display at event
  - Recognition as “Golden Nugget” in the post event email sent to all bowling teams and supporters



### **GOLDEN MOMENTS LANE SPONSOR**

**\$500**

- Logo recognition on sponsored lane
- Personalized thank you on social media
- Your company name/logo will also be featured:
  - As “Lane Sponsor” on BBBS Event Page
  - Opportunity to bring business marketing materials to display at event
  - Recognition as “Lane Sponsor” in the post event email sent to all bowling teams and supporters