



Big Brothers  
Big Sisters®  
OF CENTRAL NEW MEXICO

A long time ago in a galaxy far,  
far away . . . .

Two light sabers are positioned diagonally across the center of the poster. The one on the left is blue, and the one on the right is red. They are set against a black background with white streaks representing stars or motion.

# LANE BOWL FOR KIDS' SAKE 2020 WARS

*It is a period of fundraising for Big Brothers Big Sisters.  
Join us on Saturday, April 18, 2020 at Isleta Fun Connection  
11000 Broadway Blvd. SE, Albuquerque, NM 87105.*

*Sign up your team today and change the lives of New Mexico youth!  
Visit [www.bowlnm.org](http://www.bowlnm.org) for more information and to sign-up . . . .*



# LANE BOWL FOR KIDS' SAKE 2020 WARS

**Join Big Brothers Big Sisters as we celebrate 51 years of mentoring in New Mexico. It's time for Bowl for Kids' Sake!**

**Bowl for Kids' Sake: Lane Wars will be held on Saturday, April 18th at Isleta Fun Connection. Your participation and support will help provide mentoring opportunities to many vulnerable youth in our community. Big Brothers Big Sisters serves over 3,000 at-risk children in New Mexico each year, thanks to the generosity of companies like yours and the contributions of hundreds of individuals in our community.**

**This year's theme is "Lane Wars." Attendees are encouraged to use the force and wear their best costumes this side of the galaxy. "Dress in costume, you must" - Baby Yoda. It's time for the Empire to STRIKE back. Show us you have better aim than a Storm Trooper. We think this theme is right up your alley.**

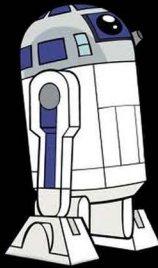
**BFKS is an important fundraiser and a celebration of the thousands of supporters and volunteers who make our work possible. Please consider sponsoring this event. Inside this packet, you'll find event details and sponsorship levels and benefits. To secure your sponsorship, please contact Margaret Shumbarger at [Margaret.Shumbarger@bbbs-cnm.org](mailto:Margaret.Shumbarger@bbbs-cnm.org) or sign up at our website: [www.bowlnm.org](http://www.bowlnm.org).**

**Your donation is tax deductible and all proceeds go to providing services for the youth in our mentoring programs. Through our partnership, we can create brighter futures for thousands of children and families in New Mexico.**

**Thank you for your support . . . .**



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## What is Bowl for Kids' Sake?

**Bowl for Kids' Sake is Big Brothers Big Sisters' largest annual fundraising campaign. The event has been held across the country for over 50 years! The money raised through this campaign will be used to support quality mentoring matches between caring adult volunteers and at-risk children in New Mexico.**

## Staff + Team Building

**Bowl for Kids' Sake is a great human resources tool, and it builds staff morale. As a sponsor, your employees will have the opportunity to participate in an event that encourages team-building and fosters stronger relationships between co-workers. Research shows that employees feel greater pride and loyalty towards employers that both: 1) support respected non-profit agencies and 2) encourage staff community involvement. Those who volunteer return to work with renewed enthusiasm. Come be a part of the fun!**

## Making an Impact

**In a complex world that is often unkind and dangerous to our most vulnerable children, Big Brothers Big Sisters is a ray of hope for a better life and future, for generations to come.**

## Vision + Mission

**We believe that every child deserves a chance to see their potential realized. By matching children one-to-one with adult mentors (or Bigs), Big Brothers Big Sisters defends that potential and helps change lives today and forever.**

**Big Brothers Big Sisters of New Mexico has created fundamental, positive change in the lives of 10,000+ children over the last 50 years.**

**We are dedicated to providing safe, professional, effective experiences to the children, families, and volunteers we serve. We are extremely lucky to have the leadership of an outstanding board of directors and the tireless commitment of top-notch staff who manage our day-to-day operations. Our success and incredible impact on this community would not be possible without the generous contributions and support of businesses and other community partners and donors.**

# BFKS Sponsorship Opportunities

*Big Brothers Big sisters is pleased to recognize your company, leadership, and employees for their participation in BFKS. Your organization's contribution to Bowl for Kids' Sake will leverage your marketing efforts and provide increased brand visibility. Your sponsorship will be highlighted in our ongoing communications to our thousands of loyal supporters and in a variety of other ways outlined below . . . .*

	Title \$15,000 (1 avail.)	VIP \$5,000 (2 avail.)	King Pin \$2,750	Strike \$1,500	Lane \$500
Recognition as title sponsor in all media, materials, communication prior to BFKS, on event day, and in follow-ups	✓				
Promotion during any/every TV appearance for the event	✓				
Promotion in all radio PSAs for the event	✓	✓			
Commercial incorporated into event video and played on large screen TVs at each lane on a loop for the duration of BFKS	✓	✓	✓		
Logo included on event day signage	✓	✓	✓	✓	
Featured recognition in the BBBS newsletter and on social media sites	✓	✓	✓	✓	
Logo featured on t-shirts	✓	✓	✓	✓	
Logo prominently displayed on BFKS website, to be viewed by thousands of participants	✓	✓	✓	✓	
Distribution of sponsor product and/or promotional materials at event	✓	✓	✓	✓	
Signage, Periodic PA acknowledgements, and a full-page ad incorporated into event video played on large screen TVs at each lane on a loop for the duration of BFKS	✓	✓	✓	✓	
Registered teams for event	3 teams + lane service	2 teams + lane service	1 teams + lane service	1 team	
Logo displayed on sign above a lane for the duration of BFKS	✓	✓	✓	✓	✓