



Lions and Tigers and Bears... OH MY! Follow the Yellow Brick Road to Big Brothers Big Sisters of Central New Mexico's 40th Annual Bowl for Kids Sake, *A Day in the Emerald City*.

Bowl for Kids' Sake is Big Brothers Big Sisters' signature fundraiser. Every year, half a million people across America come together to have fun and raise money to support Big Brothers Big Sisters. Bowl for Kids' Sake is a fun way for businesses and individuals to make an impact on our local community.

Join BBBS-CNM in celebrating 54 years of mentoring in New Mexico with...

A Day in the Emerald City



Saturday, April 27, 2024
Skidmore's Holiday Bowl
7515 Lomas Blvd NE
Albuquerque, NM 87110

Learn More About Our Impact

To see our latest Impact Report visit:
www.bbbs-cnm.org/impact-report



WHAT IS BOWL FOR KIDS' SAKE?

Bowl for Kids' Sake is Big Brothers Big Sisters' largest annual fundraising campaign. Your support helps provide mentoring opportunities to at-risk youth in our community. Big Brothers Big Sisters serves over 3,000 children across New Mexico each year, thanks to the generosity of companies and individuals like you.

This year, Big Brothers Big Sisters celebrates 54 years of mentoring in New Mexico. This year's theme is "A Day in the Emerald City", so wear your best Oz-inspired attire. Funding from BFKS supports quality mentoring matches between caring mentors and at-risk youth, right here in New Mexico. Your support allows us to continue offering mentoring programs at no cost to the families we serve.

Your donation is tax deductible. Through our partnership, we can create brighter futures for thousands of children and families in New Mexico.

Thank you for your support!

PROMOTIONAL AUDIENCE

Event Audience

- ▶ 450+ participants, including:
- ▶ Corporate Partners
- ▶ Local government officials
- ▶ Civic groups
- ▶ Local businesses

Direct and Social Marketing

- ▶ 10K+ email subscribers
- ▶ 3K+ Facebook followers
- ▶ 134K+ Facebook annual reach
- ▶ 1K+ Instagram followers

Website

- ▶ 6K visitors during 2023 BFKS event
- ▶ 99% organic visitors
- ▶ 86% between the ages of 18 - 54

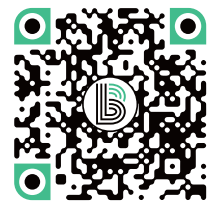


SPONSORSHIP OPPORTUNITIES

BOWL For Kids' Sake

A Day in the Emerald City	TITLE \$20,000 <i>(1 available)</i>	VIP \$10,000 <i>(2 available)</i>	GAME CHANGER \$5,000 <i>(4 available)</i>	KING PIN \$2,700	STRIKE \$1,500	LANE \$1,000
Media recognition on TV, radio, and PSAs Open event - PA announcement, and throw the first ball	✓					
Three 30 sec. promotional commercials (1 per session), with acknowledgements in announcements on event day Priority choice for bowling session	✓	✓				
VIP Lane Service Company promotional materials included in event swag bags Promotion by BBBS-CNM email blast and newsletters	✓	✓	✓			
Social media posts on Facebook, Instagram, LinkedIn, and TikTok	✓	✓	✓	✓		
PA promotional announcements during the event Venue large (6x12) screens throughout the event Logo on promotional signage Logo on BFKS 2024 t-shirt	✓	✓	✓	✓	✓	
Listed as a sponsor on BBBS-CNM website for the event Logo displayed on a loop on small screens at each lane during the event Registered team(s) for event	✓	✓	✓	✓	✓	✓

To register visit:
www.bowlnm.org



For questions or additional information, contact: