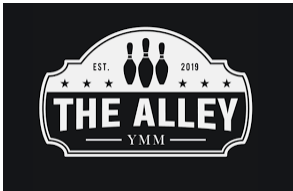




2020
PLAY FOR KIDS' SAKE
SPONSORSHIP
OPPORTUNITIES



**Big Brothers
 Big Sisters**
 OF WOOD BUFFALO



Help young people realize their full potential by supporting this year's
Curl for Kids' Sake & Bowl for Kids' Sake

Big Brothers Big Sisters offers free programming to support the positive development of Wood Buffalo's youth by providing positive role models through mentoring as a way of investing into their future and the future of Wood Buffalo.



Dear Potential Supporter/Sponsor,

Big Brothers Big Sisters Association of Wood Buffalo is hosting its first ever Play for Kids' Sake event. Combining two well-known events, we are inviting the community of Wood Buffalo to **PLAY** for Kids' Sake by bowling, curling or both! The 9th Annual Curl for Kids' Sake will take place on Saturday March 28th, 2020 and back by popular demand -Bowl for Kids' Sake on Sunday April 5th, 2020. This is the first time we have been able to hold Bowl for Kids' Sake since 2011!

Big Brothers Big Sisters of Wood Buffalo has been serving the Wood Buffalo region since 1979. For the past 40 years, the agency has served thousands of youth in our region. Young people and their families come to Big Brothers Big Sisters of Wood Buffalo to benefit from high quality, evidence based free mentoring programs. Our mission at Big Brothers Big Sisters is to enable life-changing mentoring relationships to ignite the power and potential of young people.

We can all cast our minds back though time to identify the person who made the difference for us just when we needed it most. Often those relationships were with adults who were part of our lives through family, community and school connections. Big Brothers Big Sisters has taken those informal mentoring relationships and structured a process to engineer similar outcomes.

Children in our community are facing barriers. Programs that support their positive development and offer them positive role models through mentoring is a way of investing into their future and the future of Wood Buffalo. Research has shown that "for every \$1.00 invested in mentoring by Big Brothers Big Sisters returns \$18.00 to society". Play for Kids allows for opportunity for companies in the RMWB to get involved in supporting their local youth by sponsoring, and participating in our annual events. Funds raised from these events each year go to support the free mentoring programs. Programs include: In-School Mentoring, Community Based Mentoring (Big Brother, Big Sister, Big Couple Match), Full Circle Mentoring (Indigenous Based mentoring program), Game On/Go Girls programs and Corporate Site-Based Mentoring.

Play for Kids will feature the best of both worlds by offering the community a fun filled day of each curling and/or bowling, each holding various time slots.

March 28th - Curling from **1:00-3:00pm** and **4:30-6:30pm**

April 5th - Bowling from **1:00-3:00pm**, **3:30-5:30pm** and **6:00-8:00pm**

The earlier slots will cater to families and youth while the later slots will cater to corporate businesses and adults. We hope to host a corporate feature game to draw an audience throughout the day. There will also be prizes and refreshments for all participants throughout both activities. Space is of limited availability to submit a team (teams consist of 4-6 people for either bowling or curling).

The following sponsorship opportunities are available;

Title Sponsor:	\$ 10,000.00
Rink/Alley Sponsors:	\$ 5,000.00
Sheet/Lane Sponsors:	\$ 2,500.00
Curling Rock/Bowling Ball Sponsors:	\$ 1,000.00
Broom/Shoe Sponsors:	\$ 500.00

The money raised will go towards making sure that all young people realize their full potential. Help us in helping our youth at this years' Play for Kids' Sake!

Sponsorship Level Information – Play for Kids’ Sake 2020

\$10,000.00 – Title Sponsor (1 Available)

- First right of refusal for Title Sponsorship in 2021 and naming rights for the event
- Online advertising on the Big Brothers Big Sisters Association of Wood Buffalo website, Facebook, Twitter, and Instagram
- Company name/logo on all event marketing materials including promotional giveaway of your choice (**\$1200 Value**). Company name/logo on thank you letters, invitations and a minimum of 25 posters around town
- The opportunity to make a cheque presentation at the kick off for the event, and review any print material that is to be disseminated with company logo
- Signage the day of the event in both the curling rink and bowling alley as well as at both registration tables
- Recognition by the MC’s throughout the event on both days
- Recognition in event program, and print advertisement for final thank you
- Recognition in Big Brothers Big Sisters 2020 Annual Report
- Opportunity to send a message to all event participants through BBBSWB
- Opportunity to include corporate message of support on website

Your Company Deliverables:

- \$10,000.00 cheque addressed to Big Brothers Big Sisters Association of Wood Buffalo
- Display of Play for Kids’ Sake promotional material in your place of business
- Donations of your company promotional products for prizes and incentive rewards

\$5000.00 – Rink/Alley Sponsor (2 Available)

- First right of refusal for Rink/Alley Sponsorship in 2021
- Online advertising on the Big Brothers Big Sisters Association of Wood Buffalo website, Facebook and Twitter
- Company name/logo on event marketing materials including thank you letters, invitations and a minimum of 25 posters around town.
- Signage the day of the event in both the curling rink and bowling alley as well as both registration tables
- Recognition by the MC’s throughout the event
- Recognition in event program, and the print advertisement for final thank you

Your Company Deliverables:

- \$5,000.00 cheque addressed to Big Brothers Big Sisters Association of Wood Buffalo
- Display of Play for Kids' Sake promotional material in your place of business
- Donations of your company promotional products for prizes and incentive rewards

\$2500.00 – Sheet/Lane Sponsor (8 Available)

- First right of refusal for Sheet/Lane Sponsorship in 2021
- Online advertising on the Big Brothers Big Sisters Association of Wood Buffalo website, Facebook, Instagram, and Twitter
- Company name/logo on event marketing materials and a minimum of 25 posters around town.
- Signage the day of the event at the end of each sheet of ice and bowling lane
- Recognition by the MC's throughout the event
- Recognition in the event program, and print advertisement for final thank you

Your Company Deliverables:

- \$2,500.00 cheque addressed to Big Brothers Big Sisters Association of Wood Buffalo
- Display of Play for Kids' Sake promotional material in your place of business
- Donations of your company promotional products for prizes and incentive rewards

\$1000.00 – Curling Rock/Bowling Ball Sponsor (8 Available)

- First right of refusal for Rock/Ball Sponsorship in 2021
- Online advertising on the Big Brothers Big Sisters Association of Wood Buffalo website, Facebook, Instagram, and Twitter
- Company name/logo on event marketing materials and a minimum of 25 posters around town.
- Signage the day of the event in the curling and bowling areas
- Recognition by the MC's at least once during the event
- Recognition in the event program, and print advertisement for final thank you
- Signage the day of the event on the rock sign near the curling area

Your Company Deliverables:

- \$1,000.00 cheque addressed to Big Brothers Big Sisters Association of Wood Buffalo
- Display of Curl for Kids' Sake promotional material in your place of business
- Donations of your company promotional products for prizes and incentive rewards

\$500.00 – Broom/Shoe Sponsor (12 Available)

- First right of refusal for Broom/Shoe Sponsorship in 2021
- Online advertising on the Big Brothers Big Sisters Association of Wood Buffalo website,
- Company name/logo would appear on event marketing materials and a minimum of 25 posters around town.
- Recognition in the event program, and print advertisement for final thank you

Your Company Deliverables:

- \$500.00 cheque addressed to Big Brothers Big Sisters Association of Wood Buffalo
- Display of Play for Kids' Sake promotional material in your place of business
- Donations of your company promotional products for prizes and incentive rewards

In-Kind Sponsorship

- Including but not limited to; door prizes, toys, snacks, water, gift cards, give away items, raffle items, decorations, hotel vouchers, etc.

In-Kind Sponsorship includes:

- Logo on our Website
- Signage at the event
- Recognition in the final thank you

If you have any questions, please do not hesitate to contact us at 780-791-2447 or through eventswb@bigbrothersbigsisters.ca and we will be happy to assist you.

Thank you for your continued support!



Darcy Campbell
Community Engagement & Events Coordinator
Big Brothers Big Sisters of Wood Buffalo