



**Big Brothers Big Sisters  
of Central Texas**

**Bowl for Kids**



**April 27 & 28, 2018**

**Highland Lanes, Austin, TX**

**[www.BowlForKidsAustin.org](http://www.BowlForKidsAustin.org)**

**#BFK18**



**Big Brothers Big Sisters**  
of Central Texas

**Bowl for Kids**

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**Change your shoes and change a life!**



**It's all about the kids!**

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# Welcome!

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**You can help change a child's life.** Join over 1,000 individuals and companies who raise money for BBBS and celebrate a weekend of bowling, food, drinks, team photos, and killer door prizes.

This two-day, themed bowling event helps BBBS provide the funding needed to bring caring, adult mentors to children who need them. Over 600 children are still waiting to be matched with their Big. Bowl for Kids helps move these children off the waiting list and gets them matched with the Bigs that they deserve!

100% of funds raised are used locally to create and nurture life-changing friendships between at-risk youth and caring adult mentors.





**Big Brothers Big Sisters  
of Central Texas**

## **Bowl for Kids**

**Bowl for Kids** is a fun and easy way to support the life-changing work of Big Brothers Big Sisters of Central Texas. All you have to do is form a fundraising team, collect donations and show up to bowl. By participating in Bowl for Kids you will help us match more at-risk children with caring, adult mentors, changing their lives for the better, forever.

# The Basics

## **1 FORM A SIX PERSON TEAM**

Ask friends, family or coworkers to join your team.

## **2 FUNDRAISE FOR BBBS**

By simply sending an email, texting, posting on Facebook or asking a few friends for support, you can make a BIG difference.

## **3 HIT YOUR FUNDRAISING GOALS**

**Individual Goal: \$125**  
\$25 from 5 friends = success!

**Team Goal: \$750**

Work with your team of 6 and check out our fundraising tips!

## **4 SHARE THE LOVE!**

Like us on Facebook, send tweets and emails out about the event, or share your BBBS story with friends.

## **5 COME CELEBRATE!**

Show up to your scheduled bowling time and enjoy a great event with food, drinks, photo opportunities, event t-shirt and prizes.

**Very Important Bowler (VIB) Goal: \$1,250 or more**

Become a VIB by increasing your team goal to fund a match and receive special perks.

\$750 qualifies your team for a bowling slot.

## **For more information:**

**[www.BowlForKidsAustin.org](http://www.BowlForKidsAustin.org)**  
**or contact our Events Staff at**  
**[development@bigmentoring.org](mailto:development@bigmentoring.org) or**  
**512-472-5437**



## Big Brothers Big Sisters of Central Texas

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### Bowl for Kids

Here are our best practices and tips from our top fundraisers. Remember the individual fundraising goal is \$125 and the team fundraising goal is \$750. Become a VIB by increasing your team goal to \$1,250 or more to fund a match for a year.

Teams must raise a minimum of \$750 to sign up for a bowling slot.



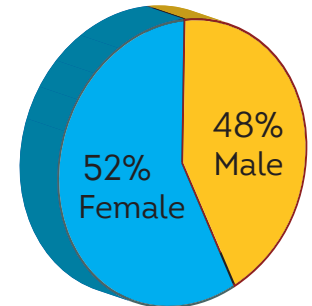
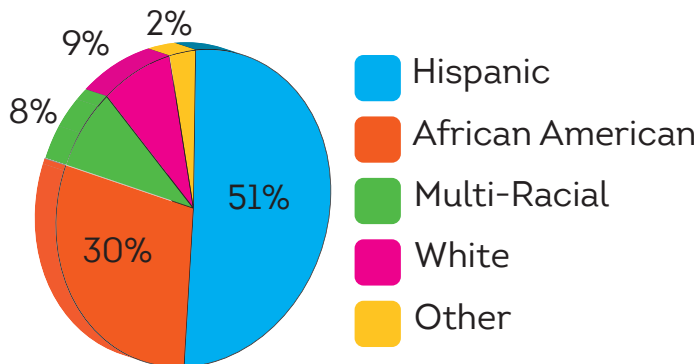
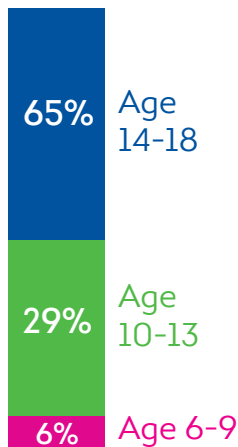
# Fundraising Tips

- **Start by asking your former donors and teammates to get involved.** If you want to see a list of your teammates or donors from a past Bowl for Kids event, just let us know! **Contact our Events Staff at [development@bigmentoring.org](mailto:development@bigmentoring.org).**
- **Remember the cause.** Big Brothers Big Sisters matches at-risk children with caring, adult mentors. Kids who have Bigs are more likely to graduate from high school and college, less likely to use drugs and alcohol, and have higher self-esteem than their peers. Tell potential sponsors about the cause behind the event and they will be more willing to donate.
- **Build a personalized web page.** Building a fundraising web page is easy and fun. Participants who use their web page to raise funds typically raise more money because it's easy to pay with a credit card online.
- **Use Facebook, Twitter, and E-mail.** Make sure to utilize social media and e-mail. It's really easy to post your web page's URL directly in your posts. The average online gift is \$45! Thank your donors publicly on social media to generate buzz, and make sure to include your link.
- **Ask about company matches.** Many companies will match an employee's contributions to a charity. Ask your HR Director or Office Manager if your company participates in a Company Match program. If so, your donation will go even farther. Usually it's a simple form that you fill out and bring with your pledge sheet the day you bowl.
- **Shoot for \$25 donations or higher.** The quickest and easiest way to meet the \$125 goal is to ask 5 people to sponsor you for \$25 each. Make your own personal pledge the first one listed on your sheet.
- **Tell your personal story.** Tell your sponsors the reason you support Big Brothers Big Sisters of Central Texas. Let them know about the amazing outcomes and personal experiences you may have had with BBBS.
- **Plan a unique fundraiser.** A lot of teams have success by hosting fundraisers for friends, family or co-workers. Examples of successful fundraisers include: happy hours, trivia nights, garage sales, backyard BBQ where you bring donations instead of a side dish, selling breakfast burritos or ice cream sundaes at work, corporate challenges where the boss of the organization takes the winning team to lunch, and event participants doing crazy things such as shaving a mohawk or getting dunked in a dunk tank if they reach their goal. Be creative, use your contacts and raise money however you can!
- **Try asking face to face.** Bowlers have a lot of luck by simply walking around their office or neighborhood and asking their contacts to support them with a donation.
- **Ask for help.** We are here to support your team! Contact our Events Staff at [development@bigmentoring.org](mailto:development@bigmentoring.org) for assistance.



## Our Kids:

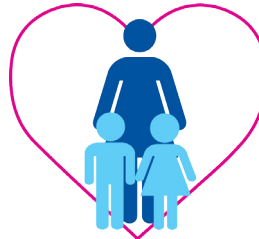
BBBS has served children in Central Texas for more than 46 years. Many have the odds stacked against them, but with the help of their mentor, they are taking steps to a brighter future.



**85%**  
live at or below the  
poverty level

**67%**

are from  
single-parent  
families

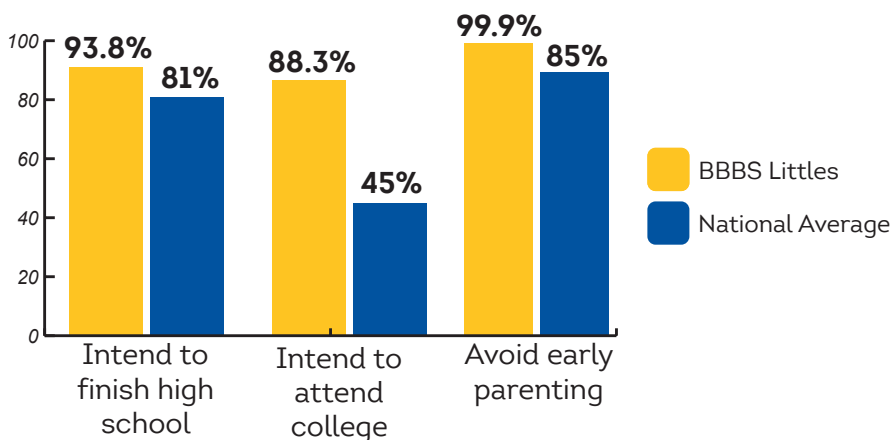


**34%**

have an incarcerated  
family member

## Our Impact:

Our unique model of one-to-one mentoring has a direct and lasting effect on the lives of young people.



**98%**

maintain or improve  
their grades and progress to  
the next grade level

# Sign-up Form

If you would like to register multiple teams for the event, please fill out the form below and email it to [development@bigmentoring.org](mailto:development@bigmentoring.org).

Name or Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Team Information

Team Name &  
Team Captain \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Team Name &  
Team Captain \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Team Name &  
Team Captain \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_



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# Sponsorship

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## King Pin - \$25,000

### Media:

- Opportunity to be featured in one BBBS bowler newsletter, blog post or other print media
- Minimum of one (1) media alert and one (1) press release
- Exclusive naming opportunity

### Logo featured as the Kingpin Sponsor on:

- Exclusive sponsor on print invitation
- Electronic invitation
- All BFK 2018 electronic communications
- BFK website with link to your webpage
- All BFK 2018 event signage
- 2018 BFK t-shirts

### Event Day:

- Eight (8) lanes reserved for 8 teams of 6 people
- Preferred bowling times
- VIB status for all 8 lanes which includes free beer, early check-in and free swag (t-shirt, team photo and bragging rights!)
- Verbal recognition throughout the event

### Year-round Recognition:

- Opportunities for additional print media
- Invitation to exclusive BBBS events

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## Perfect Score - \$10,000

### Media:

- Print ads (media is never guaranteed)

### Logo featured as the Perfect Score sponsor on:

- Electronic invitation
- Two (2) BFK 2018 electronic communications
- BFK website
- One BFK 2018 event sign
- 2018 BFK t-shirts

### Event Day:

- Six (6) lanes reserved for 6 teams of 6 people
- Select bowling times
- VIB status for four (4) lanes which includes free beer, early check-in and free swag (t-shirt, team photo and bragging rights!)
- Verbal recognition as Perfect Score sponsor

### Year-round Recognition:

- Opportunities for additional print media





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## Lucky Strike - \$5,000

### Media:

- Name listed in print ads (media is never guaranteed)

### Logo featured as a Lucky Strike

### Sponsor on:

- Electronic invitation
- One (1) BFK 2018 electronic communication
- BFK website
- One BFK 2018 event sign
- 2018 BFK t-shirt

### Event Day:

- Four (4) lanes reserved for 4 teams of 6 people
- VIB status for two (2) lanes which includes free beer, early check-in and free swag (t-shirt, team photo and bragging rights!)

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## Super Spare - \$2,500

### Featured as a Super Spare Sponsor on:

- BFK website
- One BFK 2018 event sign
- 2018 BFK t-shirt

- VIB status for one team which includes free beer, early check-in and free swag (t-shirt, team photo and bragging rights!)

### Event Day:

- Two (2) lanes reserved for 2 teams of 6 people

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## Sure Shot - \$1,000

### Featured as a Sure Shot Sponsor on:

- One BFK 2018 event sign
- 2018 BFK t-shirt

### Event Day:

- One (1) lane reserved for 1 team of 6 people

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## Pin Setter - \$500

Want to contribute but can't attend the event? Be a Pin Setter!  
You receive recognition on BFK 2018 event sign.



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### What is a “VIB”?

“VIB” status is special recognition for rock star individuals who raise \$1,250 or more for Big Brothers Big Sisters of Central Texas. (You’ll also have an opportunity to “upgrade” at Highland Lanes by donating to your own team to reach a goal of \$1,250 or more.)

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## “VIB” - Very Important Bowler

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**BECOMING A “VIB” IS IMPORTANT.** Raising \$1,250 helps BBBS fund a match between a Big and Little in the Big Brothers Big Sisters program for an entire year and single-handedly changes lives! This is a great way to get kids off the waiting list and help our Little Brothers and Sisters achieve success in life.

### As a “VIB” you will enjoy:

**Free drinks!**

**Event t-shirt!**



**Bowling lane  
service!**  
(food and beverages)

**Plus:**

- Plenty of bragging rights!
- Door prize entry
- Photo opportunities
- The satisfaction of knowing you have made a life-changing difference for children in our community





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# 2018

## Thank You!

**Thank you** for signing up to participate in Big Brothers Big Sisters' Bowl for Kids event. This is our 35th year of hosting what we believe is the best party of the spring! This is a fun, simple and rewarding way to create and support life-changing friendships for at-risk children in our community.



### **Need help or have questions?**

**We are here to help.** If you have any questions along the way, please contact our **Events Staff at** **[development@bigmentoring.org](mailto:development@bigmentoring.org)** or **512-472-5437**.

We are also happy to come speak to your group or company about BBBS and Bowl for Kids.



## Big Brothers Big Sisters of Central Texas

### Bowl for Kids

#### Executive Board of Directors

Blake Absher, *Chair*  
Dave Alben  
Jamie Avila  
Carlos Barbosa, *Past Chair*  
Becky Bonham  
Nad Elias  
Heather Granato  
Lonzo Jackson III  
April Justice, *Secretary/Treasurer*  
Mark Ramseur  
David Rappold  
Evan Spaulding

#### Advisory Council

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Kyndel Bennett  
Clayton Christopher  
Hector De Leon  
Chris Ellis  
Gary Farmer  
Kerry Hall  
Amy Jones  
Nyle Maxwell  
Dr. Colette Pierce Burnette  
Dick Rathgeber  
Dr. Joanne Smith  
Lawrence Speck  
Carl Stuart  
Tom Taylor

### About BBBS

Big Brothers Big Sisters of Central Texas exists to help children succeed in life. We do this by creating caring one-to-one relationships between children and adult volunteers who serve as mentors, role models and guides. In any given year we serve approximately 1,000 children in the Central Texas area.

For every child we serve there is another child waiting to be matched with a mentor. Bowl for Kids allows us to provide more of these children with the life-changing mentoring relationships they deserve.

**For more information:**

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**or contact our Events Staff at [development@bigmentoring.org](mailto:development@bigmentoring.org)**