




JA Bowl-A-Thon

2019 CORPORATE SPONSORSHIP OPPORTUNITIES

March 2, 2019 & March 9, 2019	Title/Presenting *Exclusive* \$10,000 <small>Presented by:</small> 	Gold (limit=4) \$3,000  	Silver \$1,500	Lane/Location Sponsor \$750 = multiple locations \$300 = 1 location
Name recognition as Title/Presenting sponsor on all electronic registration and donation confirmations	X			
Logo recognition as Title/Presenting sponsor on event site banner, visible on each site page	X			
Name/logo on 60 Company Coordinator Manuals and gifts	X	X		
Logo placement on minimum of 500 bowler rewards	X	X		
WBBZ-TV commercials– logo recognition (run in January & February)	X	X	X	
Logo on 1,000 event brochures/posters	X	X	X	
Press Release	X	X	X	
JAWNY Bowl-A-Thon web site & JAWNY web site	Logo & Link	Logo	Logo	
Name/logo on 3,000 bowler envelopes	X	X	X	
Name/logo on event banner at each location	X	X	X	
Recognition in JAWNY Bowl-A-Thon coordinator newsletter (3 per year)	X	X	X	
Recognition in JAWNY newsletter (circulation of 2,500)	X	X	X	
Logo displayed during event press conference in May	X	X	X	
Recognition over public address system at each location and shift	Title Sponsor mention	Gold Mention	Silver mention	
Logo displayed at each location = day of event	X	X	X	\$750= multiple locations \$300 = 1 location
Opportunity to distribute promotional items	X	X	X	X

Please submit to:

Tammy Bixby
Junior Achievement of WNY
275 Oak Street, Ste 222
Buffalo, NY 14203
(716) 853-1381 x 210

Deadlines:

Corporate Sponsorship:
September 15, 2018
Lane/Location Sponsorship:
January 30, 2019

Banner Dimensions:

Max. banner width is 6'
All banners loaned to JA are
returned the week after event



35th Annual JA Bowl-A-Thon

March 2 & 9, 2019

JA Bowl-A-Thon:

- Junior Achievement's largest fundraiser and a signature event in Western New York!
- Now celebrating its 35th year!
- Annual attendance is over 1,450 employees from 60 area businesses.
- Held at five area bowling centers: AMF Airport Lanes, AMF Lancaster Lanes, Transit Lanes, Jamestown Bowling Company & Mancuso Bowling Center.
- The 2018 JA Bowl-A-Thon raised **\$164,761** for JA kids! This equates to funding for nearly one-third of the programs we run each year!
- Viewed as a corporate teambuilding and morale-boosting event.
- Supported through corporate sponsorships, in-kind donations, and contributions collected by individual participants.
- Visit event web site for more information: www.jawnybowlathon.org



Junior Achievement of WNY:

The purpose of Junior Achievement is to educate and inspire students to succeed in a global economy. Students who participate in Junior Achievement demonstrate:

- An increased desire to stay in school
- A sense of personal economic empowerment
- Preparedness to enter the workforce
- Responsibility for personal economic decisions
- Entrepreneurial ideas and behaviors



Junior Achievement programs offer a real world education by bringing respected local businessmen and women into the classroom. These classroom volunteers lead students through Junior Achievement's hands-on programs, which explain and explore how our free market economy works. This blend of education and business gives students an important head start on their career goals and aspirations.



Junior
Achievement®
of Western New York



empowering young people to
own their economic success



JA Bowl-A-Thon Sponsor Response Form March 2 & 9, 2019

Company: _____

Contact Name & Title: _____

Mailing Address: _____

Phone: _____ Fax: _____ Email: _____

I would like our corporate name to read as follows (please provide a logo in JPEG or TIF format):

Sponsorship Level (choose one):

- ☐ \$3,000 Gold Level Corporate Sponsorship
- ☐ \$1,500 Silver Level Corporate Sponsorship
- ☐ \$750 Lane Sponsorship - \$750 (banner placed at multiple locations on March 9)
- ☐ \$300 Lane Sponsorship - \$300 (banner placed at one location: _____)

Please invoice us in the month of _____ 2018 or January 2019.

We would like information about the following (check all that apply):

- ☐ Forming teams to participate in the event
- ☐ Donating items for the raffles and/or door prize drawings held during the event (promotional items, etc)

Thank you for your support of our education programs. If you have questions or would like to discuss the event further, please contact Tammy at (716) 853-1381 ext. 210.

Please mail, fax or email this form to:

Junior Achievement of WNY
Attn: Tammy Bixby
275 Oak Street, Suite 222
Buffalo, NY 14203
Email: tbixby@jawnny.org