

# "Go Wild for JA" Annual Bowl-a-Thon

Saturday, March 3, 2012

## Sponsor Benefits

Your sponsorship of and participation in the 2012 Bowl-a-Thon will not only give you exposure to over 3,000 local business professionals and community members, it will also help provide entrepreneurship, financial literacy and work readiness programs to 45,000 students in Cuyahoga, Geauga, Lake and Lorain county schools.

Sponsorship Levels:		TITLE \$10,000	PRESENTING \$7,500	LANE \$5,000	PRIZE \$2,500
<b>Sponsor Exposure on JA Website:</b>		Prominent placement of sponsor logo with direct link to sponsor website on all four Bowl-a-Thon pages	Sponsor logo with direct link to sponsor website on all main Bowl-a-Thon pages	Sponsor logo on all Bowl-a-Thon main pages	Corporate name recognition
<b>Sponsor Name and Logo Exposure:</b>					
Bowler & Company Coordinator T-Shirts	2,700 t-shirts	✓			
Coordinator Informational Binders	150 binders	✓			
Donation Envelopes	6,000 envelopes	✓			
Kick-off Invites	200 invites	✓			
Lane Request Form	200 forms	✓		✓	
Promotional Flyers	1,500 posters	✓			
Team Captain Informational Packets	1,000 packets	✓			
Bowler Registration Forms	1,500 forms	✓			
Company Coordinator Certificates of Appreciation	150 certificates	✓			
Company Coordinator Weekly Update E-mails (12 weeks)	1,800 e-mails	✓			
Door Prize Registration Cards	3,500 cards	✓			✓
JA Monthly E-mail Newsletter (7 months w/ logo linked to sponsor website)	70,000 e-mails	✓			
Post-event Survey (sponsor logo w/link to website)	3,000 surveys	✓			
Save the Date E-mail	10,000 e-mails	✓			
Signage at Bowling Centers on Event Day provided by JA (sponsor logo)	3,000 bowlers	✓			
Thank You E-mail to Prize Recipients	2,000 e-mails	✓			✓
Recognition at Bowling Centers on Event Day	3,000 bowlers	✓	✓	✓	✓
Table tents at Kick-off & Wrap-up Events	50 tables tents	✓	✓		
Recognition at Kick-off & Wrap-up Events	150 attendees	✓	✓	✓	
Recognition in JA's Marketing Kit & Annual Report (sponsor name only)	1,000 reports	✓	✓	✓	✓
Post-event JA Monthly E-mail Newsletter (sponsor logo)	10,000 e-mails	✓	✓	✓	
Signage at Bowling Centers on Event Day provided by JA (sponsor name only)	3,000 bowlers		✓	✓	
Coordinator Informational Kits (sponsor name only)	150 binders		✓		
Team Captain Informational Packets (sponsor name only)	1,000 packets		✓		
JA Monthly E-mail Newsletter (7 months w/logo only)	70,000 e-mails		✓		
Save the Date E-mail (sponsor name only)	10,000 e-mails		✓		
Door Prize (sponsor logo on one (1) door prize provided by JA or donated by sponsor)	500 door prizes				✓
<b>Additional Marketing Opportunities:</b>					
Provide giveaways on Bowl-a-Thon Event Day (Door Prizes)	Unlimited	✓			
Include coupon/sponsor information in one (1) JA Monthly Email Newsletter	10,000 e-mails	✓			
Provide signage for display on Event Day (7 signs provided by sponsor)	3,000 bowlers	✓	✓	✓	
Set-up display table on Bowl-a-Thon Event Day (7 centers)	3,000 bowlers	✓	✓		
Distribute coupons/brochures in Team Captain Packets	3,000 bowlers	✓	✓		
Provide bags to distribute prizes to bowlers	1,000 bags	✓	✓	✓	✓
Attend Kick-off & Wrap-up Events (networking opportunity)	200 attendees	✓	✓	✓	✓

### JA's Mission

Junior Achievement inspires and prepares young people to succeed in a global economy. By placing positive role models in local classrooms to deliver JA's hands-on and interactive materials and curriculum, students learn the importance of business, personal financial responsibility and entrepreneurship.

All proceeds of JA's 2012 Bowl-a-Thon will support the recruitment, training and placement of JA curriculum and positive business role models in classrooms throughout Cuyahoga, Geauga, Lake and Lorain county schools!

