

It's time to let the good times roll for a great cause! Dust off the bowling shoes and hit the lanes to help Big Brothers Big Sisters

Create and support one-to-one mentoring relationships that ignite the power and promise of youth!

Bowl for Kids' Sake is a fun and easy way for individuals and companies to help us sustain this important mission and ensure that we are able to continue to serve more youth in our community. Unlike many youth organizations, there is no membership fee or cost to our participants. This only happens because of our generous donors and sponsors.

As a potential 2025 Bowl for Kids' Sake sponsor, your company will not only help ignite the potential of local youth, but your employees will have an opportunity to engage with our community and each other throughout the campaign. It's the perfect way to build your team and support a great cause!

Every year, hundreds of individuals across Central and Eastern Virginia come together to have fun and raise money to support our vital one-to-one mentoring programs. This year is more important than ever as we focus on creating new and exciting ways to engage the most vulnerable youth in our communities.

I hope that you will consider partnering with us to make possible the impact of one to one mentoring.

Thank you for your consideration.

Let's make BFKS a great success and empower the potential of children!



Ellie Martinez
Executive Director



GREATER RICHMOND

(804) 261-4940

VIRGINIA PENINSULA

(757) 253-0676

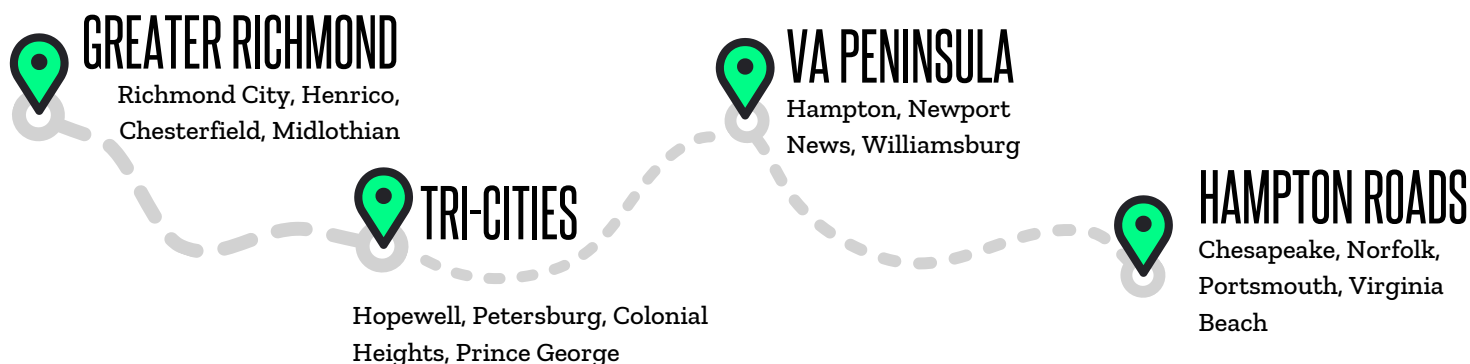
HAMPTON ROADS

(757) 392-5155

TRI-CITIES

(804) 261-4940

Big Brothers Big Sisters makes meaningful, professionally supported matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through young adulthood. We develop positive relationships that have a direct and lasting effect on the lives of youth in our communities. Our local agency, Big Brothers Big Sisters Services Inc., has been serving youth and volunteers across central and coastal Virginia for over 60 years. We operate across these four regions:



221
Number of Littles served in 2024

129
Youth on the waitlist in need of a Big

\$2,850
Annual cost to support a Big and Little

BBBS provides individualized coaching for the Big, Little and the parent/guardian of the Little. This ensures each Little has the opportunity to achieve their potential. Each year, Littles take a survey to measure their progress.



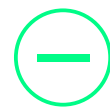
92% reported strong or improving relationships with peers



77% reported strong relationships with their families



100% made or strengthened plans for finishing high school



85% understand the negative consequences of bullying



88% stayed on track or improved their emotional regulation skills



100% understand the negative consequences of alcohol, tobacco, and other drugs

Become a sponsor and make a lasting impact in our community! Your sponsorship empowers BBBS to recruit new Bigs, match Littles on our waitlist, and provide crucial support and coaching to Bigs, ensuring they can make a positive difference in their Littles' lives.

As a sponsor, you'll gain meaningful visibility across our extensive network, reaching generous donors, dedicated volunteers, board members, and our broader community. Join us in creating brighter futures for all.

Gain visibility with
web impressions,
reaching an
audience of 7,000+

Expand your brand's
reach and grow your
following

Invest in brighter
futures for your
community

18:1 ROI

For every \$1 invested,
BBBS returns \$18 back
to society through our
mentoring programs

BBBS mentoring matches help:



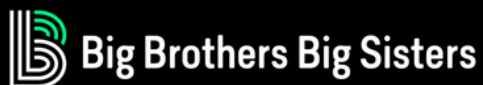
Grow Confidence



Increase Academic Achievement



Build Healthy Lifestyles



SPONSORSHIP MENU

BOWL FOR KIDS' SAKE

Bowlero Lynnhaven

2601 Lishelle Pl, Virginia Beach

August 8, 2025



At Big Brothers Big Sisters, we create and support one-to-one mentoring relationships that ignite the power and promise of youth.

Our mentors, or Bigs, and their Littles spend up to 12 hours per month together working towards meaningful goals. Whether it's learning a new skill or becoming more confident, our matches engage in positive experiences while having plenty of fun along the way. Research shows that our youth need strong mentors now more than ever, and we are committed to being there to answer that call.

But we can't do this without your help.

Please consider becoming a Bowl for Kids' Sake sponsor. This fun event consists of bowling, games, excitement, and an opportunity for everyone in our community to join together to make a difference.



THEIR FUTURE IS BRIGHT. IGNITE IT. SPONSOR TODAY.

SPONSORSHIP BENEFITS

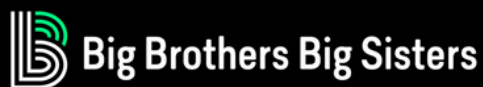
Bowl For Kids' Sake is a great opportunity to support your community and engage employees in team building. Let us throw the party and let your employees feel good about what they are supporting, and have a great time making a difference together!

Each sponsorship includes:

- At least one Bowl Team
- Your company logo displayed at the live Bowl For Kids' Sake event
- Your company logo used in marketing materials leading up to event
- You will ignite and defend the potential of our local youth

| | PERFECT GAME SPONSOR | KINGPIN SPONSOR | STRIKE SPONSOR | SPARE SPONSOR |
|---|----------------------------|--------------------|-------------------|--------------------------------------|
| SPONSORSHIP LEVEL | \$5,000 | \$2,500 | \$1,000 | \$500 |
| BOWLING TEAM (5 people max per team) | 4 | 3 | 2 | 1 (or sponsor Matches to bowl) |
| VIP PASSES (one pass per team, includes free pitcher of beer OR soda and pizza) | 4 | 3 | 0 | 0 |
| MARKETING | | | | |
| Company logo displayed at BFKS event | X | X | X | X |
| Company logo on BFKS website and social media | X | X | X | |
| Company logo included in BFKS email blasts | X | X | | |
| Company logo included in newsletter | X | | | |

Sponsoring Matches?
Pizza and soda will be
included for them too!



YOUR IMPACT



PERFECT GAME - \$5,000 | Sponsor the recruitment of new mentors for a year

70% of requests for a Big come from single moms of boys, but only 40% of mentors are men. Help us recruit the mentors we need through media, events, corporate Lunch & Learns, and more.



KINGPIN - \$2,500 | Sponsor a training opportunity for 30 Bigs

Training of Bigs goes beyond initial orientation. Big Brothers Big Sisters provides training on LGBTQ+ inclusivity, fact vs. value based decision making and current trends in drug and alcohol use.



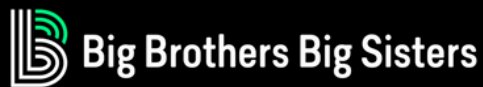
STRIKE - \$1,000 | Sponsor the first year of coaching for a Match (Big, Little & Parent)

Each Match receives professional support from our staff, including monthly check ins, coaching and training. This adds up to 32 hours of individualized coaching per match during their first year.



SPARE - \$500 | Sponsor background checks for 20 new Bigs

Each new Big goes through a thorough vetting process to include background checks. This process ensures a safe and nurturing environment for Littles, empowering them to reach their full potential.



Questions?

If you have any questions about Bowl for Kids' Sake sponsorship opportunities, creating a corporate/individual team, our mentoring program, or donating a gift or prize to incentivize teams please contact:

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