



# SPONSORSHIP OPPORTUNITIES

## GENERAL BENEFITS

- Recognition in BBBS' newsletter, reaching 5,000+
- Promotion on BBBS' social media channels, reaching 5,000+
- Recognition at all events

## LEVELS

### Swish Sponsor \$2,000

- Your company's teams will enjoy your **Bowl For Kids' Sake: Cornhole Edition party** in the **VIP** section!\*
- Custom cornhole set with your logo on it or provide your own branded set for event series use
- Each cornhole player will raise a **minimum** of \$60 in donations for BBBS; four players make up one team
- Optional cornhole tournament planning service
- Each player will receive **free food** and one **free beer or soda**
- Special **VIP** section **signage**
- Framed group photo
- Special Swish sponsorship signage at all events
- Premier logo recognition on **Bowl for Kids' Sake event website page**, social media, emails to players, and newsletter with link to your website
- Special sponsor recognition at events
- General benefits as listed above

*\*Note: Your completed sponsorship form must be received by 6/25/21 to qualify for the VIP section. The VIP section is available on a first-come, first-served basis.*

### Cornhole Sponsor \$1,000

- Prominent logo recognition on **Bowl for Kids' Sake: Cornhole Edition event website page**, and signage at all events
- Sponsor recognition at all events, on social media and newsletter
- General benefits as listed above

### Ace Sponsor \$500

- Sponsor name recognition on signage at all events, our website and newsletter
- General benefits as listed above

### Lane Sponsor \$100

*Do not qualify for general benefits*

- Sponsor name recognition on lane signage at chosen county's events

#### For more information, please contact:

Avery Green, Special Events & Marketing Coordinator  
[Bowl@bbbsmi.org](mailto:Bowl@bbbsmi.org) | 269-382-6800, ext. 139  
3501 Covington Road, Kalamazoo, MI 49001  
[ThinkBigToday.org](http://ThinkBigToday.org)

# COMPANY INFORMATION

## Sponsorship Level Commitment:

Swish (\$2,000)

Ace (\$500)

Cornhole (\$1,000)

Lane (\$100)\*

**\*Lane Sponsor:** Please indicate which county you'd like your sponsorship to support:

Kalamazoo  Allegan  Calhoun  Van Buren

## Company name as it should appear in event materials:

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Company Phone: \_\_\_\_\_

Main Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Logo Contact: \_\_\_\_\_ Email: \_\_\_\_\_

# PAYMENT INFORMATION

Check Number: \_\_\_\_\_

## - Or - Cardholder information:

Charge my:  Master Card  Visa

Discover  AMEX

Please print

Card Number: \_\_\_\_\_

Exp. \_\_\_ / \_\_\_ CCV: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Cardholder Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

**Please make checks payable to:**  
**BIG BROTHERS BIG SISTERS**  
**Mail to:** Big Brothers Big Sisters, c/o Kori Jock  
3501 Covington Road | Kalamazoo, MI 49001  
Telephone: 269-382-6800

# COMPANY LOGO

Please submit your logo/artwork to [marketing@bbbsmi.org](mailto:marketing@bbbsmi.org) by June 25, 2021.

**Timely submission helps us fulfill your sponsorship benefits. Thank you!**

Upon making your commitment, please provide a full color logo in one of the following formats:

- Vector (AI or .eps) - preferred
- .jpg
- .pdf

Returning sponsors may carry forward their logo from a previous year; please confirm.

## Questions? Please contact:

Avery Green, Special Events & Marketing Coordinator

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[ThinkBigToday.org](http://ThinkBigToday.org)

Big Brothers Big Sisters of Southwest Michigan is a 501(c)(3) non-profit organization serving children in Kalamazoo, Allegan, Calhoun, and Van Buren counties. Tax ID: 38-1720832  
Donations are tax deductible to the fullest extent of the law.