

Pro-Choice Resources 19th Annual Bowl-A-Thon 2012

Sponsorship opportunities will increase web traffic and visibility for your business!
 Important dates:
 Bowl-a-Thon: March 14 and 15, at Bryant Lake Bowl, bowling starts at 6:00pm.
 Sponsorship deadline: February 1, 2012.
 Please respond by March 1, 2012.

2011 By the numbers:
 ▶ 300+ Bowlers and spectators
 ▶ 7,000+ Mailings circulated (electronic and paper)
 ▶ 1,700+ Hits on Fundraising Website
 ▶ 3,000+ Hits on Bowl-a-Thon Website
 ▶ 1,500+ Online donors
 ▶ \$60,000+ raised to support the work of Pro-Choice Resources

For more information, please visit us at www.prochoiceresources.org

Sponsorship Levels

Big Lebowskis**
 \$1,000 or more cash donation

Captain Curveballs
 \$500-\$999 cash or in-kind donation

Rock'n Rollers
 \$300-\$499 cash or in-kind donation

Bowling Buddies
 \$299 or less cash or in-kind donation

Venue and Event Features

One team of 4-6 bowlers guaranteed to bowl during the 6pm shift on the day of your choice	✓			
Bowl-a-Thon t-shirts for your team	✓			
Lane named after sponsor with 2'x4' event sign provided by PCR***	✓			
Promotional materials available at event (business must provide)	✓	✓	✓	✓
Verbal acknowledgement of business by name after every round of bowling	✓	✓	✓	
Business name displayed via printed strike image on the walls of Bryant Lake Bowl	✓			
Business name displayed via printed bowling balls on the walls of Bryant Lake Bowl	NA	✓		
Business name displayed via printed bowling pins on the walls of Bryant Lake Bowl	NA		✓	

Print and Electronic Advertising Features

Logo printed on paper promotional materials, organizational newsletter and e-newsletter	✓	✓	Business name only	Business name only
Business name printed on PCR Bowl-a-Thon shirt as first tier event sponsor	✓	Listed as second tier	Listed as third tier	
Logo printed on the event score-sheet	✓	✓	Business name only	Business name only
Business name listed on a table top display board at the event	✓			✓

Web Advertising Features

Logo on PCR website linked to your website	✓	✓	Business name only	Business name only
Logo fundraising website linked to your website	✓	✓	Business name only	Business name only

**If your business isn't able to sponsor the event at the Big Lebowskis level but would still like to have a team, you certainly can! Businesses whose employees have a team may choose to name their team after the business. Some do and don't. But like every team, you will be asked to raise at least \$750. Please contact Wendy Brovold, Communications and Fundraising Director at wendy@birdsandbees.org for more information.

*** If you would like to sponsor a bowling lane only, this can be done for \$300.00.

PCR is a 501 9 (c) (3) non-profit. All cash and in-kind donations are fully tax-deductible.