



**Big Brothers
Big Sisters**
OF COLCHESTER

Bowl for Kids' Sake - Lawn Bowl

Sponsorship opportunities



WHY SUPPORT US?

Many children and youth in Colchester and East Hants struggle with societal barriers and face adversities. Because of these situations, children and youth are at risk of not having the opportunity to live up to their full potential, which can lead to continuing cycles of poverty, justice involvement, and mental health challenges. This comes at a cost to the young person and society.

With a mentor through Big Brothers Big Sisters, youth are encouraged, supported and reminded they can be anything they want to be. We provide direct service to children by matching volunteers and youth in quality mentoring relationships. Our program staff are experts at screening volunteers and matching them with a mentee that has similar interests.

We believe all young people have the power to reach their full potential. It's our mission to enable life-changing mentoring relationships that ignite this potential in local youth.

***"When I'm with my 'big' I feel at ease, safe and comfortable."
-Little brother***

***325
CHILDREN & YOUTH
SERVED IN 2021***

THE ASK

To support local youth mentorship programs, Big Brothers Big Sisters of Colchester is bringing back Bowl for Kids' Sake. We're seeking local sponsors to help us raise funds for our first ever Lawn Bowling edition! This year's theme is *"battle of the decades"*. We have several sponsorship opportunities including one "presenting sponsor" opportunity. If your business is interested in being the presenting sponsor for this event we'd love to discuss how we can work together to create a recognition plan.





THE VALUE



BIG BUCKS 50/50 WEEKLY EMAILS

Over 12,000 subscribers

Six emails sent weekly

Over 33,000 opens monthly

40% open rate

(5% above industry standard)



DIGITAL ENGAGEMENT

**Social posts reach close to 100,000
users monthly**



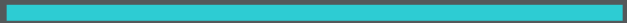









Over 10,300 followers on social

Over 6,000 webpage views/month



FUNDY SCOOPS DAIRY BAR

Over 50,000 visitors last season

GOLD - \$1,500	SILVER - \$500	GREEN - \$175
Registration forms		
Event Posters	Event Posters	
Event Handouts	Event Handouts	
Social Exposure	Social Exposure	
Website Exposure	Website Exposure	
Space for your signage at event		
Emcee announcements during event	Emcee announcements during event	
Small sign of the green	Small sign of the green	Small sign of the green
Two teams of 4 or 6	One team of 4 or 6	
Lunch provided	Lunch provided	
Ballots for the raffle	Ballots for the raffle	



Big Brothers Big Sisters OF COLCHESTER

Get in touch

Tina Fisher

Fundraising Coordinator

tina.fisher@bigbrothersbigsisters.ca

902-895-4562