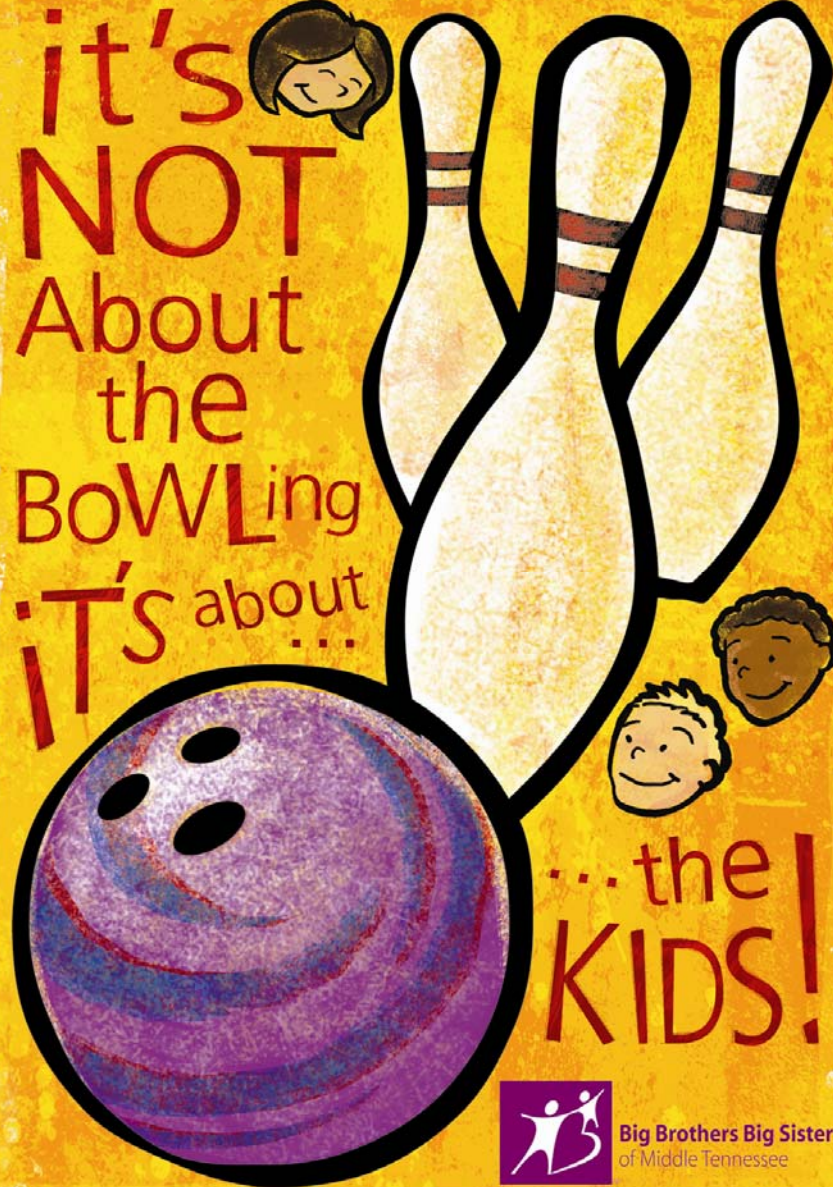


JACK IN THE BOX® BOWL FOR KIDS SAKE

it's
NOT
About
the
BoWLiNg
it's about
...



...the
KIDS!



Big Brothers Big Sisters
of Middle Tennessee

CORPORATE SPONSORSHIP INFORMATION

JACK IN THE BOX® BOWL FOR KIDS SAKE

About the Jack in the Box Bowl for Kids' Sake

The Jack in the Box Bowl for Kids' Sake event has two different ways you can participate: large corporate groups or teams. **Examples of corporate groups:** individual stores of a restaurant chain bowling together, or affiliated organizations such as a group of attorney's offices all bowling at the same time.

Individual teams: groups of five bowlers; they could be friends, co-workers, or neighbors who get together and form a team.

Each person is asked to strive for a goal of raising \$125, and \$625 per team. Think of it as a math challenge – each team gets 25 people to donate \$25! Your team will bowl with lots of other teams for a great night out for the kids!

Events will be held beginning in March, 2009 primarily at Hillwood Strike N' Spare Lanes in Nashville, Tennessee. There will be additional events in Wilson, Dickson, Rutherford, Williamson and Robertson Counties. Groups from all over Middle Tennessee will participate.

Locally, Big Brothers Big Sisters has been conducting a Bowl for Kids' Sake event for over 25 years. In 2008, bowlers raised more than \$200,000. *One hundred percent of the funds raised will serve children in Middle Tennessee.*

Sponsorship Details

With any of our sponsorship levels, companies are encouraged to use Bowl for Kids' Sake as an employee activity as well as a community outreach event. With as few as ten teams of five bowlers each, we can schedule a night of Bowl for Kids' Sake reserved exclusively for your associates.

Imagine the possibilities of each team (think departments or satellite locations) competitively raising pledges for the children of Big Brothers Big Sisters, and the fun they'll have at a private night out bowling. Plus, you will be reinforcing that the company they work for is concerned about our community and the children of Middle Tennessee.

Match Sponsorships

We encourage each organization to consider becoming a "Match Sponsor." This term is especially appropriate for our organization because the relationships created between a Big Brother or Sister and a Little Brother or Sister is referred to as a match... so in essence and terminology, we are placing a very personal and important value to this level of association.



To become a Match Sponsor, your company's employees participate in raising pledges for your own bowling event. The company would then match each employee's contribution.

Match Sponsors will have their logo included on Big Brothers Big Sisters of Middle Tennessee's website, www.bbbsmt.org, with a link to their company's website. Additionally, they will receive all the benefits of a Presenting Sponsor.

JACK IN THE BOX® BOWL FOR KIDS SAKE

Attendee and Sponsor Demographics

Bowl for Kids' Sake is the primary fundraiser for Big Brothers Big Sisters of Middle Tennessee. It attracts participants from not only Davidson County but also Wilson, Cheatham, Dickson, Rutherford, Williamson and Robertson Counties. Potential sponsors have opportunities to take advantage of presenting themselves to very important clientele.

- In 2008, participants in the **Jack in the Box Bowl for Kids' Sake** raised **\$211,000**.
- Participants range in **age from 18 to 65**, with 40% in the 30 to 40 age range.
- **76 companies** participated in the event, including **13 Fortune 500 Companies**.
- Participants included the following **21 occupational fields**: insurance, labor, music, fraternal, retail, consultants, media, college, law, hotel, bank, industry, health, engineering, wholesale, transportation, architects, sorority, fast food, foundations, automobile
- **15 companies** did **match grants** totaling **over \$12,000** for company participation.



Participants in BFKS fell into three primary lifestyle clusters: **Enterprising Professionals**, **Metro Renters** and **Boomburbs**.

Enterprising Professionals are young, **educated working professionals** with median household income of \$71,018:

- Rely on cell phones and PCs to stay in touch. Own the latest electronic gadgets.
- Travel frequently, both domestically and overseas.

Metro Renters are well educated singles beginning **professional careers** with median household income of \$59,730:

- Spend free time playing sports, exercising and attending concerts and dancing.
- Enjoys traveling, listening to classical music and public radio and surfing the network.

Boomburbs are the fastest growing group representing younger families who live a busy, **upscale lifestyle** with a median home value of \$334,829:

- Top market for households to own projection TVs, MP3 players, scanners and other high tech devices.
- Family vacations are a top priority.

***There are over 70 million bowlers in the U.S.A.
(37 million male, 33 million female)***

***To date, the economic impact of bowling in the
U.S.A. is over \$10 billion.***



JACK IN THE BOX® BOWL FOR KIDS SAKE

SPONSORSHIP DETAILS							
	Title \$50K	Presenting \$20K	Very Big \$5K	Match \$2K	Big \$1K	Lane \$500	Friend \$250
Event name incorporates sponsor name, used in all official correspondence and publicity	✓						
Recognition as Title Sponsor on all printed advertising and promotional materials	✓						
Company name included on event collateral material, signage, event letterhead, BBBSMT newsletters	✓						
Broadcast promotion through radio and television broadcasts, if available	✓						
Private bowling party for sponsor's employees – complete with free event t-shirt for all employees in attendance, free bowling and shoe rental	✓	✓					
Company logo on bowling t-shirts	✓	✓	✓	✓	✓		
Opportunity to distribute marketing materials to all participants	✓	✓	✓	✓	✓		
Recognition at appropriate Sponsor level in official event program and on official website	✓	✓	✓	✓	✓	✓	✓
Program Full Page Ad (Color)	✓						
Program Full Page Ad (B&W)		✓					
Program ½ Page Ad (B&W)			✓				
Program ¼ Page Ad (B&W)				✓	✓		
Bowling lane sponsor at all events					✓	✓	
Bowling lane sponsor at specific event							✓
Public address recognition at event	✓	✓	✓	✓	✓	✓	
Use of our official logo in your own advertising	✓	✓	✓	✓	✓	✓	✓
Recognition in program	✓	✓	✓	✓	✓	✓	✓
Reciprocal website logo links on www.tnbowling.org	✓	✓	✓	✓	✓	✓	✓

The 2009 Jack in the Box Bowl for Kids' Sake is a benefit for Big Brothers Big Sisters of Middle Tennessee, and all funds will be used to serve more children in need with a mentor.

To volunteer as a positive adult role model or learn more information about our programs for children, visit mentorakid.org or call (615) 329-9191.

JACK IN THE BOX® BOWL FOR KIDS SAKE

Bowl for Kids' Sake Sponsor Donation Form (please print legibly)

CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: (_____) _____ FAX: (_____) _____

EMAIL: _____

Who is the company's contact for program ad content (if applicable)?

Name	Telephone	Email
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Sponsorship Levels

- Title \$50,000
- Presenting \$20,000
- Very Big \$ 5,000
- Match \$ 2,000
- Big \$ 1,000
- Lane \$ 500
- Friends \$ 250

Ad for Program (if applicable)

Is your ad camera ready? yes no

Name of electronic file _____

If no, please attach a sketch of the type of layout you would like, including any photographs that are clearly labeled. Please ensure that all names, addresses, telephone numbers, email and website addresses are accurate.

Please forward electronic files to jim.robert@bbbs.org.

Your support is greatly appreciated. Donations are tax deductible to the extent allowed by law.

Please bill me. Payment enclosed.

SPONSOR SIGNATURE: _____ DATE: _____

Big Brothers Big Sisters of Middle Tennessee
1704 Charlotte Avenue, Suite 130 ▪ Nashville, Tennessee 37203
www.tnbowling.org ▪ 615-522-5665 ▪ 615-321-5913 fax ▪ jim.robert@bbbs.org