



**Big Brothers
Big Sisters®**

OF SOUTH-CENTRAL PA

SPONSORSHIP OPPORTUNITIES BOWL FOR KIDS' SAKE 2026

Bowl for Kids' Sake supports South-Central PA's largest and most effective evidence-based youth-mentoring organization. Individuals, companies and their employees have the opportunity to collaborate, build team relations and have fun all while supporting kids in your community.

See Why We Are Readers' Choice!



- Team Building •
- Friendly Competition •
- Community Impact •

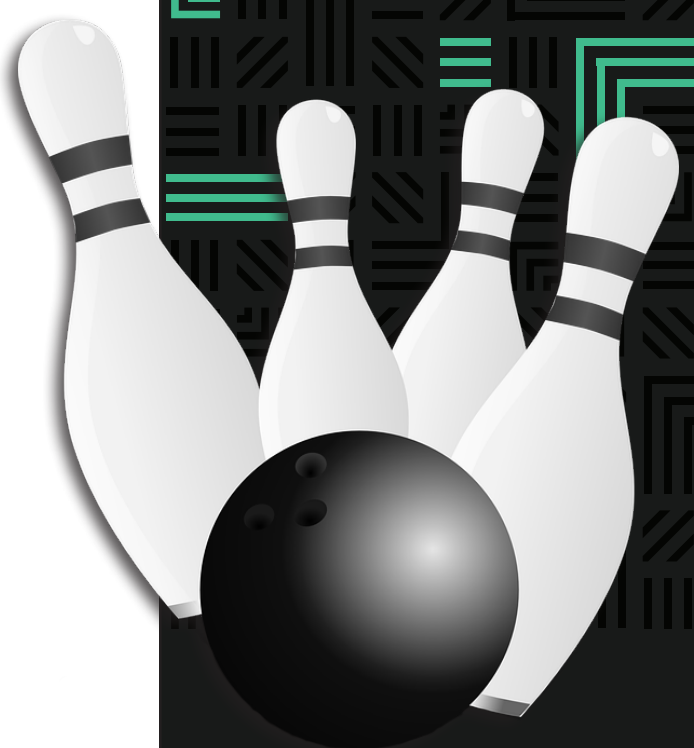
All proceeds from Bowl for Kids' Sake stay local and sustain the program that has been inspiring youth to pursue their dreams for 45 years.



CAPBIGS.ORG/EVENTS

Contact Us

(717) 236-0199 • events@bbbsscpa.org



**DATES TO BE
ANNOUNCED IN
JAN 2026**

Bowl for Kids' Sake Sponsorship Opportunities

Sponsor Bowl for Kids' Sake and/or engage your employees with a team fundraising competition! Support our youth in Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry & York Counties.



Teams Included¹

Lane Banner

Digital Recognition on Event Website

Recognition on Event T-Shirt²

Social Media Recognition³

Promotional material recognition⁴

Company Name Included in Press Release

	HEADPIN \$7,500 EXCLUSIVE 	TURKEY \$5,000 UNLIMITED 	STRIKE \$3,500 UNLIMITED 	SPARE \$2,000 UNLIMITED 	PRO BOWLER \$1,250 UNLIMITED 
Teams Included ¹	5	3	2	1	1
Lane Banner	1	1	1	1	1
Digital Recognition on Event Website	Linked Logo	Linked Logo	Logo	Logo	Name
Recognition on Event T-Shirt ²	Logo	Logo	Logo	Name	
Social Media Recognition ³	3	2	¹ Team may be donated back to BBBS to form a Little's team. ² All company logos must be submitted by March 1st for guaranteed inclusion on event t-shirt. (Logos must be high-quality, all-white logos with transparent background). ³ Social media posts will be generated on Instagram and LinkedIn. ⁴ Recognition includes items such as emails to participants, mailings, and promotional products created after company commitment.		
Promotional material recognition ⁴	By Name				
Company Name Included in Press Release	✓				

CORPORATE SUPER BOWLERS

Companies or organizations whose employees successfully fill a minimum of 20 teams or collectively raise a minimum of \$10,000 receive recognition including:

- 1 Lane Banner
- Recognition on event website with logo
- Logo on event t-shirt
- One social media post

Thank You to Our Food Sponsors:



Questions?

Contact us at events@bbbscpa.org.
CAPBIGS.ORG



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PRESENTING SPONSOR

\$20,000

- 10 Teams Included
- 2 Lane banners to be displayed at all events
- Digital recognition on event website (Linked Logo)
- Priority placement of full color logo on back of t-shirt*
- Company featured in all media press releases & PSA's
- Prominently featured in monthly newsletters, event email blasts & participant thank you email.
- Company logo on ALL print marketing materials
- Company-provided signage displayed at each event
- Company mentioned in every general social media event post.
- Option to collaborate on company spotlight social media post.

KING PIN SPONSOR

\$10,000

- 8 Teams Included
- Lane banner to be displayed at all events
- Digital recognition on event website (Linked Logo)
- Prominent logo placement on back of t-shirt*
- Company name included in media press release
- Company logo included in print marketing materials.
- Company mentioned in monthly newsletters, event email blasts & participant thank you email.
- Option to collaborate on company spotlight social media post.

*All company logos must be submitted by March 3rd for guaranteed inclusion on event t-shirt. (Logos must be high-quality, all-white logos with transparent background).



WGAL MEDIA PARTNERSHIP OPTIONAL BENEFIT

Cause-Related Marketing:

Your business will be recognized as the presenting sponsor in a **high impact media schedule of :30 commercials** promoting Bowl for Kids' Sake on WGAL TV programming.

**MEDIA PARTNERSHIP
COMMITMENT DEADLINE:
February 6, 2026**

WGAL MEDIA PARTNERSHIP OPTIONAL BENEFIT

Cause-Related Marketing:

Your business will be recognized as an event sponsor in a **digital ad campaign** promoting Bowl for Kids' Sake in WGAL email marketing and animated/interactive display ads.

**MEDIA PARTNERSHIP
COMMITMENT DEADLINE:
February 16, 2026**



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BOWL FOR KIDS' SAKE PRESENTING SPONSOR

Optional WGAL Media Partnership

Help raise visibility and awareness for Big Brothers Big Sisters of South-Central PA's mission, increase participation at Bowl for Kids' Sake and strengthen loyalty among your consumers who value corporate social responsibility.

- Presenting sponsorship includes recognition as sponsor on paid media schedule with WGAL promoting Bowl for Kids' Sake fund-raising events.
- Your business will be included in a high impact schedule of :30 commercials in WGAL TV programming, plus targeted digital advertising, over two-weeks for the campaign start.
- The WGAL media campaign, including recognition for your business, will be seen by 285,000 Adults in the Susquehanna Valley a minimum of 3x or more.

WGAL – TV Campaign

<u>Program</u>	<u>Day/Time</u>	<u>Quantity</u>
News 8 Today / NBC Today Show	M-F 5a-9a	6x
Hoda & Jenna / Tamron Hall / News 8 at Noon / Kelly Clarkson / Jennifer Hudson	M-F 9a-3p	10x
News 8 at 4p, 5p, 6p / NBC Nightly News	M-F 4p-7p	6x
Weekend News 8 Today / NBC Today Show	Sa-Su 6a-10a	6x
MeTV Daytime Programming	M-F 9a-5p	40x

Digital Campaign

<u>Product</u>	<u>Target Audience</u>	<u>Quantity</u>
Email Marketing	Charitable Donors in Harrisburg/Lancaster, Lebanon/York	50,000

Presenting Sponsorship Investment: \$20,000
(\$12,500 to BBBS + \$7,500 for media campaign)



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BOWL FOR KIDS' SAKE KING PIN SPONSOR

Optional WGAL Media Partnership

Help raise visibility and awareness for Big Brothers Big Sisters of South-Central PA's mission, increase participation at Bowl for Kids' Sake and strengthen loyalty among your consumers who value corporate social responsibility.

- King Pin supporting sponsorship includes recognition as sponsor on a digital advertising campaign with WGAL promoting Bowl for Kids' Sake fund-raising events through the designated months.
- The WGAL media campaign, including recognition for your business, will be seen by 300,000 Adults in the Susquehanna Valley a minimum of 3x or more.

Product	Target Audience	Quantity
Email Marketing	Charitable Donors in Harrisburg/Lancaster/Lebanon/York	50,000
Animated / Interactive Display Ads	Charitable Donors in Harrisburg/Lancaster/Lebanon/York	250,000

Supporting Sponsorship Investment: \$10,000
(\$6,000 to BBBS + \$4,000 for media campaign)



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