



Junior Achievement™  
of Western New York  
*38th Annual*

# Bowl-a-Thon



Presented By:



## 2024 Sponsorship Opportunities



# 38<sup>th</sup> Annual JA Bowl-a-Thon Dates:

Saturday, March 2 • Saturday, March 9 • Wednesday, May 1

## Why Sponsor the JA Bowl-a-Thon?

- Junior Achievement’s largest fundraiser and a signature event in Western New York!
- Now celebrating its 38th year!
- Held at three area bowling centers: AMF Airport Lanes, Transit Lanes, and Jamestown Bowling Company.
- Viewed as a corporate teambuilding and morale-boosting event.
- Supported through corporate sponsorships, in-kind donations, and contributions collected by individual participants.
- Visit the event web site for more information:  
<https://secure.ggiv.com/event/2024-jawny-bowlathon/>



## About Junior Achievement of WNY:

JA provides superior learning opportunities to ensure that school children of all socio-economic backgrounds develop the competencies necessary for success in a global economy. These competencies are not part of New York State education requirements—and significant research shows they are not being taught in the home—yet are critical to the future success of our community.

JA delivers relevant and age-appropriate programs for students at every grade level. As students participate in reality-based simulations and combine these 21st Century experiences with the general principals around the core New York State learning competencies, they gain a thorough and realistic understanding of our economic system.

JA's unique approach integrates program materials, training, and support and provides a successful bridge between education and the business community.



# 2024 JA Bowl-a-Thon Sponsorships

March 2, March 9, and May 1

Kick-Off Breakfast: December Media Bowling Challenge: January Press Event: June	Presenting \$10,000 Industry Exclusive	Gold \$4,000	Silver \$2,000	Lane \$750 or \$500
Co-branded event logo	X			
Recognition as Presenting Sponsor on event site banner, which is visible on each site page	Co-branded event logo			
Recognition in annual Impact Report	Co-branded event logo			
Handheld “photo op” sign at each location	Co-branded event logo			
Logo scrolling on bottom of all JAWNY webpages	logo			
Name recognition as Presenting Sponsor on all electronic registration and donation confirmations	X			
<b>Kick-Off Breakfast</b> welcome remarks	X			
<b>Media Bowling Challenge</b> welcome remarks	X			
<b>Press Event</b> thank-you comments and award presentation	X			
<b>Media Bowling Challenge</b> video opportunity		Exclusive to Gold		
Day of event trivia questions “Sponsored by” - casually announced by emcee for door prizes		Exclusive to Gold		
Sponsor support video to be socialized and visible on event site homepage	X	X		
Recognition on event flyer	logo	logo	logo	

Kick-Off Breakfast: December Media Bowling Challenge: January Press Event: June	<b>Presenting</b> <b>\$10,000</b> <i>Industry Exclusive</i>	<b>Gold</b> <b>\$4,000</b>	<b>Silver</b> <b>\$2,000</b>	<b>Lane</b> <b>\$750 or</b> <b>\$500</b>
Recognition in press release	X	X	X	
Recognition in Bowl-a-thon e-newsletters	logo	logo	logo	
Recognition over PA system at every bowling shift	Title Sponsor mention and welcome remarks	Gold mention	Silver mention	
Recognition on scrolling sponsor area at: <a href="https://secure.qgiv.com/event/2024-jawny-bowlathon/">https://secure.qgiv.com/event/2024-jawny-bowlathon/</a>	logo	logo	logo	
<b>Press Event</b> recognition during fundraising total reveal in late spring	logo	logo	logo	
Recognition on sponsor event banner at each location (printed)	logo	logo	logo	
Recognition on social media	logo	logo	logo	
Recognition on Company Coordinator Guide	logo	logo	name	
Recognition in JAWNY spring & summer quarterly e-newsletter	logo	logo	name	
Opportunity to provide raffle items & Door Prizes	X	X	X	X
Recognition on <a href="https://westernnewyork.ja.org/events/ja-bowl-a-thon-wny">https://westernnewyork.ja.org/events/ja-bowl-a-thon-wny</a>	logo	logo	logo	name
Banner with logo displayed on lanes at each location ( <i>printed</i> )	X	X	X	\$750 = two locations \$500 = one location

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## Spring 2024

**Yes! We are proud to support the JA Bowl-a-Thon at the level indicated below:**

\_\_\_\_\_ **\$10,000 Presenting (Industry Exclusive)**  
\_\_\_\_\_ **\$4,000 Gold**  
\_\_\_\_\_ **\$2,000 Silver**  
\_\_\_\_\_ **\$750 Lane (two locations)**  
\_\_\_\_\_ **\$500 Lane (one location)**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Payment Method:**

\_\_\_\_\_ Check Enclosed      \_\_\_\_\_ Invoice Me

Thank you for your support of Junior Achievement of Western New York, a 501(c)(3) nonprofit organization.

**RETURN FORM TO:**

[kbabcock@jawny.org](mailto:kbabcock@jawny.org)

OR

Junior Achievement of Western New York  
University Corporate Centre  
500 Corporate Parkway, Suite 118, Amherst, NY 14226  
ATTN: Katie Babcock