



*Celebrating forty years of bowling fun and
community impact!*

2026 Sponsorship Opportunities



40th Anniversary JA Bowl-a-Thon Dates:

Saturday, March 7 • Saturday, March 14 • Saturday, March 21 • Thursday, May 7

Why Sponsor the JA Bowl-a-Thon?

- Junior Achievement's largest fundraiser and a signature event in Western New York!
- Celebrating Bowl-a-Thon's 40th anniversary!
- Transit Lanes, a local, family-owned alley, will serve as the Premier Location for our anniversary event. Jamestown Bowling Company is also available.
- Viewed as a corporate teambuilding and morale-boosting event.
- Supported through corporate sponsorships, in-kind donations, and contributions collected by individual participants.
- Proceeds support our local financial literacy, work-readiness, and entrepreneurship learning experiences in local K-12 schools.
- Visit the event website for more information: 2026 site coming soon!
(view 2025 site: <https://secure.qgiv.com/event/2025-jawny-bowlathon/>)



About Junior Achievement of WNY:

JA is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. JA's programs in the core content areas of work readiness, entrepreneurship and financial literacy ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century.

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 principles 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.



2026 JA Bowl-a-Thon Sponsorships

March 7, 14, 21, and May 7

<i>Kick-Off Breakfast: December</i> <i>Media Bowling Challenge: January</i> <i>Press Event: June</i>	Presenting \$10,000 <i>Industry Exclusive</i>	Gold \$4,000	Silver \$2,000	Lane \$750
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 both locations	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			
Kick-Off Breakfast welcome remarks	X			
Media Bowling Challenge welcome remarks	X			
Press Event thank-you comments and award presentation	X			
Media Bowling Challenge 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	Presenting \$10,000 <i>Industry Exclusive</i>	Gold \$4,000	Silver \$2,000	Lane \$750
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 2026 event site (link coming soon!)	logo	logo	logo	
Press Event recognition during fundraising total reveal in late spring	logo	logo	logo	
Recognition on sponsor event banner at both locations (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 https://westernnewyork.ja.org/events/ja-bowl-a-thon-wny	logo	logo	logo	name
Banner with logo displayed on lanes (<i>printed</i>)	Both locations	Both locations	Both locations	One location

40th Anniversary JA Bowl-a-Thon Sponsorships

Spring 2026

Saturday, March 7 • Saturday, March 14 • Saturday, March 21 • Thursday, May 7

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

Company Name: _____

Contact Name: _____

Email: _____

Address: _____ City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Payment Method:

_____ Check Enclosed _____ Invoice

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

RETURN FORM TO:

kbabcock@jawny.org

OR

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