



Junior Achievement™
of Western New York
37th Annual

Bowl-a-Thon



Presented By:



2023 Sponsorship Opportunities



37th Annual JA Bowl-a-thon Dates:

Saturday, March 4 • Saturday, March 11 • Wednesday, May 3

Why Sponsor the JA Bowl-a-thon?

- Junior Achievement's largest fundraiser and a signature event in Western New York!
- Now celebrating its 37th 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 event web site for more information:
<https://secure.ggiv.com/event/2023-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.



2023 SPONSORSHIPS

March 4, March 11, and May 3

	Presenting \$10,000 <i>Industry Exclusive</i>	Gold \$3,000	Silver \$1,500	Bronze \$750	Lane \$500
Name recognition as Presenting Sponsor on all electronic registration and donation confirmations	X				
Recognition as Presenting Sponsor on event site banner, which is visible on each site page	logo				
Logo scrolling on bottom of all JAWNY webpages	logo				
Welcome and congratulations video	X				
Co-branded event logo	X				
Exclusive bowling banner at each location (<i>printed or digital</i>)	X				
Recognition on promotional materials	logo	logo	logo		
Recognition in press release	X	X	X		
Recognition in JAWNY Bowl-a-thon coordinator e-newsletters	logo	logo	logo		
Recognition over PA system at each location and shift	Title Sponsor mention	Gold mention	Silver mention		

	Presenting \$10,000 <i>Industry Exclusive</i>	Gold \$3,000	Silver \$1,500	Bronze \$750	Lane \$500
Recognition on scrolling sponsor area at: https://secure.qgiv.com/event/2023-jawny-bowlathon/	logo	logo	logo		
Recognition during fundraising total reveal in late spring	logo	logo	logo		
Recognition on sponsor event banner at each location (printed or digital)	Logo	logo	logo	name	
Recognition on Company Coordinator Guide	logo	logo	name	name	
Opportunity to distribute promotional items	X	X	X	X	
Recognition on social media	logo	logo	logo	logo	name
Recognition in annual Progress Report	co-branded event logo	name	name	name	name
Recognition on https://westernnewyork.ja.org/events/ja-bowl-a-thon-wny	logo	logo	logo	logo	name
Recognition in JAWNY spring & summer quarterly e-newsletter	logo	logo	logo	name	name
Logo displayed on lanes at each location (printed or digital)	X	X	X	X	One location

37th Annual JA Bowl-a-thon

Spring 2023

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

_____	\$10,000	Presenting (Industry Exclusive)
_____	\$3,000	Gold
_____	\$1,500	Silver
_____	\$750	Bronze
_____	\$500	Lane

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:

lroy@jawnny.org

OR

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