



Winter/Spring 2022

Play4JA WNY began in 2021 as a virtual re-imagining of Junior Achievement of WNY's largest signature fundraising event, the Bowl-A-Thon.

Play4JA is a peer-to-peer fundraising experience. We created options to continue to build awareness for Junior Achievement of WNY, raise critical funds, and encourage team building with participating companies.

Extreme flexibility is once again the theme for 2022!

Participants can choose from two peer fundraising options to best meet current workplace dynamics of remaining remote, hybrid, or allowing limited gatherings:

1. **Trivia** (a model that can be virtual, hybrid, or in-person)
2. **Bowling** As a way to ease back into our signature bowling experience, we are encouraging JA supporters to "Play4JA" and bowl using our new "Bowling Success Kit" (for those who can gather in limited groups). Pick your own date, time, and location and plan your own bowling experience with behind-the-scenes support from JA.

New this year!

Sponsorship benefits include a robust digital and social media plan to showcase your support.

As a sponsor you will not only raise crucial funds for Junior Achievement of Western New York, but you will also have an opportunity to increase camaraderie and connectivity within your company by choosing to engage your employees in your own company trivia or bowling experience.

More than ever, your support is essential as JA continues to serve our local community and our students.

As always, we appreciate your partnership!

Sincerely,

A handwritten signature in black ink that reads "Lisa Roy".

Lisa Roy
Senior Development Manager

A handwritten signature in black ink that reads "Katie Babcock".

Katie Babcock
Events & Public Relations Specialist



Sample Trivia Sponsorship Screens

A typical trivia contest will consist of 5 rounds and run 60 minutes. When you sponsor trivia, we will:

- Change the game background to your brand dominant color
- Add your logo when applicable



Sample Bowling Sponsorship

When you sponsor bowling, we will:

- Produce your color logo or name on 11x17 banners that companies will showcase during their event.





Play4JA Sponsor Benefits

January – June 2022	Presenting \$10,000 SOLD	Gold \$3,000	Silver \$1,500	Bronze \$750	Supporting \$500
Logo scrolling on bottom of all JAWNY webpages	x				
Welcome and congratulation video	x				
Co-branded event logo	x				
Exclusive 11x17 bowling banner	x				
Company-specific trivia questions in your own trivia experience (optional)	x	x			
Recognition in press release	x	x	x		
Logo recognition during fundraising total reveal in late spring	x	x	x		
Logo on Company Coordinator Guides	Trivia and Bowling	Trivia and Bowling	<i>Trivia OR Bowling</i>		
Logo in JAWNY Play4JA coordinator e-newsletters	Trivia and Bowling	Trivia and Bowling	<i>Trivia OR Bowling</i>		
Recognition on JAWNY Play4JA fundraising page	logo	logo	logo		
Recognition on trivia thank-you screen	logo	logo	<i>logo if applicable</i>	name	
Recognition on 11x17 bowling thank-you banner	logo	logo	<i>logo if applicable</i>	name	
Recognition on social media	logo	logo	logo	logo	name
Recognition on JAWNY Play4JA event webpage	logo	logo	logo	logo	name
Recognition in JAWNY spring & summer quarterly e-newsletter	logo	logo	logo	name	name
Recognition in annual Progress Report	logo	name	name	name	name



Play4JA Sponsor Response Form

Company: _____

Contact Name & Title: _____

Mailing Address: _____

Phone: _____ Email: _____

I would like our corporate name to read as follows: _____

Play4JA Sponsorship Level:

___ \$10,000 Presenting **Sold!**

___ \$3,000 Gold

___ \$1,500 Silver (Choose to align with one: ___ Trivia ___ Bowling)

___ \$750 Bronze

___ \$500 Supporting

We would also like information about the following (check all that apply):

___ Forming teams to participate in an event

___ Donating items for door prize drawings held during the month (*gift certificates are ideal!*)

Mail, fax, or email this form to:

Junior Achievement of WNY
Attn: Katie Babcock
6255 Sheridan Drive, Suite 210
Williamsville, NY 14221

Fax: 716-853-1385

Email: kbabcock@jawny.org