



39th Annual

# Bowl-a-Thon



Presented By:



## 2025 Sponsorship Opportunities



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

Saturday, March 1 • Saturday, March 8 • Thursday, May 15

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

- Junior Achievement's largest fundraiser and a signature event in Western New York!
- Now celebrating its 39th 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.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.



# 2025 JA Bowl-a-Thon Sponsorships

March 1, March 8, and May 15

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	

<i>Kick-Off Breakfast: December</i> <i>Media Bowling Challenge: January</i> <i>Press Event: June</i>	<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/2025-jawny-bowlathon/">https://secure.qgiv.com/event/2025-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

# 39<sup>th</sup> Annual JA Bowl-a-Thon Sponsorships Spring 2025

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

_____	<b>\$10,000</b>	<b>Presenting (Industry Exclusive)</b>
_____	<b>\$4,000</b>	<b>Gold</b>
_____	<b>\$2,000</b>	<b>Silver</b>
_____	<b>\$750</b>	<b>Lane (two locations)</b>
_____	<b>\$500</b>	<b>Lane (one location)</b>

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](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