What is JA bigBowl?

JA bigBowl is a fun way for companies to participate in team building which boosts employee morale and promotes healthy competition. Participants enjoy two hours of bowling, pizza and refreshments while raising funds for JAUM. As Junior Achievement of the Upper Midwest’s largest fundraiser, JA bigBowl provides more than $750,000 in support of JA.

Scheduling

Flexible scheduling at alleys throughout the metro; choose your ideal date (January - June) or join in on a joint bowling date to be paired with other companies

JA bigBowl Reach

- Nearly 3,000 bowlers in 2017 - 2018 representing 100+ top companies within our geographic footprint
- Events throughout the Twin Cities metro in addition to regional locations including Fargo, Brainerd, St. Cloud, and Owatonna
- 90% of participants feel more positively about their employer because of their participation
- 97% felt more connected to their coworkers because of their participation in JA bigBowl.

Thanks for an awesome experience. I am highly thankful to my company for giving me an opportunity to support JA big Bowl. I would highly recommend to friends to join JA bigBowl for such a great cause.

It's easy to participate!

Option #1
Employees fundraise for JA

- Company recruits employee teams of five bowlers
- Each team member raises at least $125
- $85 lane fee per team (usually paid by company)
- Teams celebrate their efforts at their JA bigBowl

Option #2
Company fundraises for JA

- Company recruits employee teams of five bowlers
- Company sponsors teams at $700 per team (includes lane fee)
- Teams celebrate their efforts at JA bigBowl

Option #3
Be a JA bigBowl sponsor

- Sponsors will reach a large and diverse group of highly engaged business professionals
- Promotional benefits vary depending on sponsorship level

Inspire Local Students

Your participation in JA bigBowl will support Junior Achievement of the Upper Midwest’s efforts to impact more than 166,500 local students during the 2018-19 school year. Our programs empower students to make a connection between what they learn in school and how it can be applied in the real world.

Junior Achievement of the Upper Midwest
1745 University Ave W • St. Paul, MN 55104
jaum.org/ja-bigbowl • Beth Breidel, 651-255-0458 or bbreidel@jaum.org
# Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting Sponsor ($25,000)</th>
<th>Gold Sponsor ($7,500)</th>
<th>Silver Sponsor ($5,000)</th>
<th>Bronze Sponsor ($2,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Presented by” designation on all promotional materials (printed, website, etc)</strong></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company representative presents at JA bigBowl Coordinator Kick Off meeting</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Opportunity to speak about company involvement at JA bigBowl events (dates TBD with JA)</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Recognition on confirmation emails to donors and bowlers (-4,000 individuals)</td>
<td>Logo Featured</td>
<td>Logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Lanes at company JA bigBowl</td>
<td>All</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Company recognition on giveaway item (-3,500 quantity)*</td>
<td>Logo Featured</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Company recognition on all signage at bowling alleys*</td>
<td>Logo Featured</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Facebook and Twitter posts (following of 1,700 individuals)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company recognition on donation website</td>
<td>Logo Featured</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Company recognition on JAUM.org</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Company recognition on promotional materials*</td>
<td>Logo Featured</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Sponsor recognition at JA bigBowl kick-off meeting</td>
<td>Logo Featured</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Company recognition in JAUM Mission Report</td>
<td>Logo Featured</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
</tbody>
</table>

*NOTE: Print deadlines apply and are subject to change. Receipt of completed commitment form is requested to ensure logo/name is used correctly in respective promotional materials.
Yes, our company would like to participate in 2018-2019 JA bigBowl!

Contact Name: ________________________________________________________________________________

Company: ________________________________________________________________________________

Address: ________________________________________________________________________________

City/St./Zip: ________________________________________________________________________________

Signature:____________________________________________

Please sign us up for the following: (check one)

- $25,000 Presenting Sponsor
- $7,500 Gold Sponsor
- $5,000 Silver Sponsor
- $2,500 Bronze Sponsor
- Option #1 Participant (Employees Fundraise)
- Option #2 Participant (Company Fundraises)

Method of payment: (check one)

- Pay online at www.jaum.org (click on green “donate” button in upper right corner).
- Make checks payable to: Junior Achievement of the Upper Midwest (Tax ID 41-1424988)

Charge my:   □ Visa   □ Mastercard   □ American Express   □ Discover

Credit card number: ________________________________

Exp. date: _____ / __________        CID: ________________   Total Amount $___________________

* NOTE: Print deadlines apply and are subject to change. Receipt of completed commitment form is requested to ensure name is printed correctly in respective promotional materials. Logo specs and more information regarding JA bigBowl will be sent once this form has been received by Junior Achievement of the Upper Midwest. Thank you!
JA offices throughout the JA of the Upper Midwest host their individual JA bigBowl events with the majority of bowlers being based in the twin cities.
Logo recognition on company event websites

Each of the 50+ companies participating in JA bigBowl are equipped with a customized website to assist them with registration and fundraising. An additional 50 companies located in greater Minnesota and North Dakota visit JA bigBowl fundraising pages. Your logo appears prominently on the home page slider and the sponsors tab, and is seen by over 2,500 bowlers and over 7,000 donors.
Logo recognition on event home page of JA website
Logo placement in emails to participants and donors

More than 2,500 participants and 7,000 donors each receive email communication from the online fundraising and registration system. With your logo prominently displayed at the top of their email, your brand receives visibility time and time again as participants revisit their confirmation email for event information and donors reference their donation details.

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Hi %RegistrantFirstName%,

Thank you for your registration and participation in the 2017 JA bigBowl benefiting Junior Achievement of the Upper Midwest.

In addition to registering, please join us in fundraising with us! You can log in directly to your personal fundraising page using your username along with your password. Once you log in, start by inviting participants to your team and asking for donations by choosing Share Event from the left hand menu and then selecting Send a Custom Fundraising Email. Use the templates loaded in the system and all the %INFORMATION% will populate for you when you hit send!

Here are a few registration details for future reference:

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Dear %DonorName%,

On behalf of %OrganizationName% please accept my sincerest appreciation for supporting our event with your online event donation in the amount of %DonationAmount%!

Additional donation details can be found at the bottom of this email.

Thanks again for your generous donation to %OrganizationName% and our event %EventName%! 
A JA Partnership Supports Employee Engagement

Here’s what employees say about their JA volunteer experience:

- 99% agreed the teacher was supportive during the activities
- 99% felt that JA programs helped prepare students for the “real world”
- 97% would recommend volunteering for JA to a friend or colleague
- 95% agreed that students were engaged in the program
- 94% said they would volunteer with JA again
- 92% felt the volunteer experience was a positive one
- 91% agreed the JA experience was a rewarding one
- 90% said they made a difference in the lives of young people
- 89% felt they were better off for volunteering with JA

Employees identified skill development after volunteering with JA:

- 99% agreed the teacher was supportive during the activities
- 97% would recommend volunteering for JA to a friend or colleague
- 95% agreed that students were engaged in the program
- 94% said they would volunteer with JA again
- 92% felt the volunteer experience was a positive one
- 91% agreed the JA experience was a rewarding one
- 90% said they made a difference in the lives of young people
- 89% felt they were better off for volunteering with JA
- 88% felt they raised awareness of JA programs
- 86% felt they raised awareness of JA programs
- 84% felt they raised awareness of JA programs
- 82% felt they raised awareness of JA programs
- 80% felt they raised awareness of JA programs
- 78% felt they raised awareness of JA programs
- 76% felt they raised awareness of JA programs
- 74% felt they raised awareness of JA programs
- 72% felt they raised awareness of JA programs
- 70% felt they raised awareness of JA programs
- 68% felt they raised awareness of JA programs
- 66% felt they raised awareness of JA programs
- 64% felt they raised awareness of JA programs
- 62% felt they raised awareness of JA programs
- 60% felt they raised awareness of JA programs
- 58% felt they raised awareness of JA programs
- 56% felt they raised awareness of JA programs
- 54% felt they raised awareness of JA programs
- 52% felt they raised awareness of JA programs
- 50% felt they raised awareness of JA programs
- 48% felt they raised awareness of JA programs
- 46% felt they raised awareness of JA programs
- 44% felt they raised awareness of JA programs
- 42% felt they raised awareness of JA programs
- 40% felt they raised awareness of JA programs
- 38% felt they raised awareness of JA programs
- 36% felt they raised awareness of JA programs
- 34% felt they raised awareness of JA programs
- 32% felt they raised awareness of JA programs
- 30% felt they raised awareness of JA programs
- 28% felt they raised awareness of JA programs
- 26% felt they raised awareness of JA programs
- 24% felt they raised awareness of JA programs
- 22% felt they raised awareness of JA programs
- 20% felt they raised awareness of JA programs
- 18% felt they raised awareness of JA programs
- 16% felt they raised awareness of JA programs
- 14% felt they raised awareness of JA programs
- 12% felt they raised awareness of JA programs
- 10% felt they raised awareness of JA programs
- 8% felt they raised awareness of JA programs
- 6% felt they raised awareness of JA programs
- 4% felt they raised awareness of JA programs
- 2% felt they raised awareness of JA programs
- 0% felt they raised awareness of JA programs

97% of JA volunteers gained more respect for their employer because of its involvement with Junior Achievement

“IT is great to see the smiles on the kids’ faces. They are excited to be learning while still having fun. JA provides a very rewarding volunteer experience.”

Employee Engagement

- 2,520 bowlers participated
- 504 pizzas eaten
- $754,000 raised
- 2,520 pins knocked down
- 5,040 shoes disinfected
- 30,000 students impacted

JA Corporate Challenge

Corporate teams engaged in some friendly competition while putting the fun in fundraiser.

- 453 participants
- 350 companies competing
- $5,040 in pins knocked down
- 5,040 shoes disinfected
- 30,000 students impacted

Junior Achievement

Participants ran, jogged and walked for physical and financial fitness to benefit JA.

Presenting Sponsor
- PENTAIR

Challenge Sponsors
- LTD Recycling
- Genentech
- HD Supply
- J&J

Partners
- 40K

Mission Report is a key marketing piece for Junior Achievement and is given to major corporate partners, key funders, volunteers, and educators.
Logo recognition on event signage
Logo recognition on promotional giveaway item

More than 2,500 giveaways are given to participants, providing your company with extended visibility. As participants use their giveaways in meetings, at the office, and in their day to day life, your association with JA bigBowl continues to have impact. Shown below are the 2017 giveaway items.
Sponsor recognition on social media

Junior Achievement of the Upper Midwest

Thanks to everyone who helped make JA bigBowl a success. A special shout out to our event sponsors - AT&T, Delta, Best Buy, Wells Fargo and Xcel Energy Minnesota.

2017 JA bigBowl
by the numbers

- 2,520 bowlers participated
- 504,000 pins knocked down
- 504 pizzas eaten
- 5,040 shoes disinfected
- $754,000 raised
- 30,000 students impacted