

PLATINUM SPONSORSHIP PACKAGE



100 YEARS. **100% READY.**™



BOWLING FOR RHODE ISLAND STUDENTS!

March 21, 22, 28, 29 & 30

Lang's Bowlarama • Cranston, RI

Lang's Bowlarama

Good times since 1960

About Junior Achievement of Rhode Island:

Junior Achievement (JA) of Rhode Island’s mission is, “To inspire and prepare young people to succeed in a global economy.”



For 99 years, just a year and a half after JA was conceived, Junior Achievement of Rhode Island has taught students how money, careers and business ownership work. The national JA curriculum is administered to elementary, middle and high school students throughout the state by a community volunteer force and offers a solid foundation for students to learn workforce readiness, financial literacy and entrepreneurship skills.



Junior Achievement’s Promise:

- ▲ Empower young people to own their future economic success by enhancing the relevancy of education.
- ▲ Ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century global marketplace.
- ▲ Create direct connections between the business world and young people in order to introduce them to the opportunities and principles of a free market economy and to stimulate economic success.



empowerthefuture

JA Alum Insight

“The interaction with the volunteers. They were professionals — lawyers and accountants. Individuals we didn’t get exposed to. It was a sea change for me. We were seeing a different world, a different life. That’s what was important to me. I said, ‘I can do it.’ It was eye-opening for me and my character.”

— Yesenia Cárdenas-Colenso, Attorney, Bowman and Brooke, LLP



About Achieve-A-Bowl:

Achieve-A-Bowl is a party with a purpose! This event is all about having fun with co-workers, friends and family while raising money to bring JA programs into more Rhode Island classrooms.



Achieve-A-Bowl is JA of Rhode Island's oldest and largest community event! Over the past 34 years running, the event has raised more than \$1,900,000 through bowlers' fundraising efforts! Achieve-A-Bowl welcomes 600+ bowlers every year, representing Rhode Island organizations from around the state. Bowlers come from both small social groups and the largest employers in the state. All because they want to empower our students! And they do, because every dollar of the proceeds benefits a Rhode Island student!

How it works:

During the two-weekend event, participants enjoy bowling, good company and prizes. Local businesses and organizations participate as five-person bowling teams. Each team mate is asked to raise donations before their bowling date with a minimum fundraising goal of \$100 per bowler. Prizes are awarded based on the level of donations raised.



Last year, each bowler who raised the minimum in donations was awarded a \$10 restaurant gift certificate. Larger campaigners received mall gift cards or even cash awards!





Platinum Sponsorship Benefits

Adjustable Cost: \$ 21,785* Value: \$40,785
100% tax deductible, (*reduce benefits to fit budget)

▲ Recognition as the Platinum Sponsor in a Comprehensive media package including:

1. NBC10, OSN (Cox) and MeTV promotional spots (\$10,000 value)
2. On-air name mention for three weeks on Lite Rock 105fm - 600,00 weekly listeners (\$3-5,000)*
3. PBN 1 week print ad (value \$2,525) and 1 month on line; 100,000 impressions (Value \$3,400)*
4. Cardi's co-branded ProJo ad placements; circulation 74,400 (Value \$2,000)
5. February runs of RI Monthly (Value \$2,680) *

* Media package can be scaled to reduce package down the lowest of \$8,000 total

▲ Title Placement on all event materials (\$4,500 value)

1. Bowler brochures & Posters (500 each)
2. Official Achieve-A-Bowl t-shirts (800+)
3. Title placement on banner displayed at Lang's Bowlarama throughout event weeks (2,300 viewers)
4. Press Releases, social media posts on LinkedIn, Facebook and Twitter over 12 weeks.
5. Logo on Junior Achievement website www.jarhodeisland.org (19,000 hits in 12 calendar months)
6. Logo placement on event fundraising site accessed by fund raisers and donors (over 1,000 viewers)

▲ Event days on site (\$2,000 value)

1. Option to display company banner at the event (provided by company)
2. Company logo rotating on screens during all bowling sessions
3. Recognition at each of the 35th Annual Achieve-A-Bowl bowling sessions

▲ Sponsorship of Prizes (\$4,000 value), you may also donate additional dining gift cards

1. Company name featured on thank you notes on each prize distributed





Businesses and Organizations:

Without the support of Rhode Island businesses and organizations, JA would not have been able to provide nearly 14,000 students this year. Achieve-A-Bowl's donors and sponsors enable JA of Rhode Island to continue and grow the mission which began in the state in 1921.

Past participating Organizations

Adler Pollock & Sheehan
 Alex and Ani
 Amica Insurance
 Aon Risk Solutions
 BankRI
 Bentley Foundation
 Bank of America
 Burns & Levinson
 Centreville Bank
 Citizens Bank
 Coastway Community Bank
 Cox Business
 CVS Caremark
 D'Amico - Burchfield LLP
 Davol, A Bard Company
 Douglas Wine & Spirits
 Locke Lord, LLP

Elite Physical Therapy
 Ernst & Young
 FGX International
 Cornerstone Insurance
 General Dynamics Electric Boat
 Hinckley Allen
 J.P. Matrullo Financial LLC
 Johnson & Wales University
 Kahn Litwin Renza, & Co., Ltd.
 Koch Eye
 KPMG
 Law Office David Morowitz
 Providence Marriott Downtown
 Metlife Auto & Home
 Morgan Stanley
 Narragansett Bay Insurance
 Nordson EFD

Pepsi Beverages Co.
 Province Mortgage Associates
 Fidelity Institutional Asset Mgmt
 Restivo Monacelli LLP
 Salter McGowan Sylvia & Leonard
 Sansiveri, Kimball & Co.
 Santander Bank
 Schneider Electric
 Target Smart Communications
 Tech Collective
 Teknor Apex Company
 The Business Development Co.
 The Northeast Investment Group
 Washington Trust
 Webster Bank
 Wine and Spirit Retailers
 Partridge Snow & Hahn

