

NJ Department of Banking and Insurance ([NJDOBI](#)) * NJ Business and Industry Association ([NJBIA](#))
 NJ Coalition for Financial Education ([NJCFE](#)) * NJ Bankers Association ([NJBankers](#))
 Junior Achievement of NJ ([JANJ](#))

present

Financially Fit Bowl-A-Thon 2012

In Celebration of National Financial Literacy Month

Friday, April 13th and 27th, 2012

6:30 pm to 8:30 pm

Locations: East Hanover • Green Brook • Bradley Beach • East Windsor • Cherry Hill • Hammonton



Double Sponsors



TURKEY SPONSOR



Strike Sponsor **BLACKROCK®**

Spare Investors **Archer&Greiner P.C.**
ATTORNEYS AT LAW



Split Investor **REPUBLIC BANK**

WHAT IS THE FINANCIALLY FIT BOWL-A-THON? IT'S A PARTY WITH A PURPOSE!

- A multi-industry fundraiser benefiting Junior Achievement of New Jersey (JANJ)'s K-12 financial literacy programs statewide
- A promotion of National Financial Literacy Month in April to teach Americans how to establish and maintain healthy financial habits
- A campaign supporting NJ's standard "9.2 Personal Financial Literacy" requiring 2.5 credits of financial literacy prior to graduation.
- The culminating experience to everyone's fundraising efforts for financial literacy education.
 - Teams of six bowlers collect pledges prior to the event. The highest fundraising team receives the "Financially Fit Trophy."
 - Bowling fees and casual dinner are included at no cost to teams that meet/exceed the team goal of \$660. Prizes are awarded.

2012 SPONSORSHIP OPPORTUNITIES

Sponsorships below include:

- Signage displayed prominently at each bowling location and Recognition and/or logo presence on/in:
 - JANJ Annual Report, Website, Fundraising Site and Newsletters (monthly distribution of 11,000+)
 - Event Related Marketing Materials; Social Media (LinkedIn & Facebook); Press Releases; Certificates and acknowledgements

"Turkey" Sponsors each at \$5,000:

- Three teams of six bowlers
- Premier logo placement on all event related materials
- Corporate banner prominently displayed at each event location
- Vendor table at each event location
- Appearance in "Money Minute" PSA
- Supports seven JA classroom programs, impacting approximately 150 students

"Double" Sponsors each at \$3,000:

- Two teams of six bowlers
- Supports three JA classroom programs, impacting approximately 65 students

"Strike" Sponsor at \$1,500:

- One team of six bowlers
- Support for 2 JA classroom programs, reaching approximately 40 students

"Spare" Investor at \$1,000:

- Appearance in media partner print ads
- Banner at one lane at one site of your choice
- Support 1.5 JA classroom programs reaching approximately 30 students

"Split" Investor at \$660:

- Signage on food and drink stations at one site of your choice
- Support 1 JA classroom reaching approximately 20 students

"Superintendent" Investor at \$330:

- Signage on appetizer trays at one site of your choice
- Support 1/2 JA classroom reaching approximately 10 students

"JA High School Hero" Investor at \$111

- Signage on pastry tray at one site of your choice
- Support 1/4 JA classroom

"JA Student" Investor at \$37

- Support a JA student



Event Contact: Michael Troutman

mtroutman@ja-nj.org

609-419-0404 x101