



February 1, 2010

Dear Business Leader,

Urban Neighborhoods Alliance has been serving center city neighborhoods since 2002 through programming, support and neighborhood initiatives. Our mission is to inspire and promote revitalization and preservation in Springfield's center city neighborhoods through public/private partnerships, education and grass roots participation. We need your help and support!

Working together is the only answer and here are the ways you and your organization can make a difference. Join us for our 2nd Annual Bowl-A-Thon on Friday, March 12, 2010 at Enterprise Lanes. This event consists of lane sponsors and bowling teams from area businesses just like yours in a fun and exciting format. BKD Foundation is serving as the Presenting Sponsor.

The bowl-a-thon is limited to the first 48 teams who enter, and the two time slots are limited to 24 teams. 24 teams will bowl on Friday evening at 6:00 pm and 24 teams will bowl on Friday at 9:00 pm. The 9:00 pm slot will only be used after the 6:00 pm time slot is filled. Dinner will be served on Friday evening.

Game Structure:

- Enterprise Lanes will provide 24 lanes for bowling.
- Each team is made up of five people which includes a team captain.
- A shotgun start will be used.
- Every team bowls three games.
- One frame will be designated the lucky strike frame. If any player gets a strike in this frame, his/her name will be entered in a drawing for a prize at the end of the game.
- At the end of the bowl-a-thon, prizes will be awarded to the top teams in different divisions, depending on entries. Any ties will be broken via a scorecard count-back from a designated frame.
- A prize will be awarded for the top individual score.

Bowlers are *encouraged but not required* to raise a minimum of \$30.00 each, resulting in \$150 collected per team. How? One way is by obtaining donations from friends, co-workers, family, and people you do business with, such as your dry cleaners, hairdresser, etc.

Every bowler will receive:

- Door prize tickets for drawings;
- Coupons from sponsors;
- Food and drink at Bowl-A-Thon '10; and
- Other "goodies"

Fantasy Bowlers:

- **Unable to attend Bowl-A-Thon '10 or live outside the area? You can still participate in the event by being a fantasy bowler and raising the suggested \$30 per bowler amount.**
- Sign up to be an individual fantasy bowler. Fantasy bowlers will be paired up with actual bowlers at the bowl-a-thon through a lottery system. The bowl-a-thon bowlers' individual scores will determine the Fantasy bowler's scores.

Your participation with Bowl-A-Thon '10 whether small or large will make a positive impact on our work and revitalization efforts. Maximize your company's exposure in this year's bowl-a-thon by choosing to be a lane sponsor or by having your association join in the fun and prizes with one or more teams.

Please check the appropriate box in regards to you or your company's involvement (check all that apply):

- Presenting Sponsor (\$1,500);
- Supporting Sponsor (\$500);
- Lane Sponsor (\$250);
- Team Sponsorship (A team packet will be delivered to you);
- Prize Donation _____

For additional information, please call Janet Dankert, Bowl-A-Thon '10 chairman at 888-2020.

Sincerely,

Urban Neighborhoods Alliance
Bowl-A-Thon '10 Committee