



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 2<sup>nd</sup> 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.

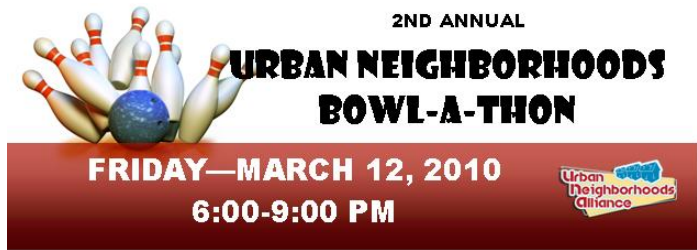
Please check the appropriate box in regards to you or your company's involvement (check all that apply):

- 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



Team Name: \_\_\_\_\_

Team Captain: \_\_\_\_\_

1. Name: \_\_\_\_\_ Day Phone: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

2. Name: \_\_\_\_\_ Day Phone: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

3. Name: \_\_\_\_\_ Day Phone: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

4. Name: \_\_\_\_\_ Day Phone: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

5. Name: \_\_\_\_\_ Day Phone: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

**ENTRY FEES:** Please send a copy of this sheet with team member information no later than **March 5** to: **UNA Bowl-A-Thon '10**, c/o Bob Horton, 1475 N. Benton, Springfield, MO 65802, or fax the information to 865-5995. Please call Bob Horton at 865-4774 (email [rmhorton@unaonline.org](mailto:rmhorton@unaonline.org)) if you need further information or if your company needs an invoice.

## **TEAM CAPTAIN'S DUTIES AND TIMETABLE**

### **What You Need To Do:**

Congratulations! You have been asked to be a Team Captain, or you have decided that you would like to be a Team Captain for the Urban Neighborhoods Alliance Bowl-A-Thon '10. **You will be one of the important organizers of this year's event.**

The Bowl-A-Thon '10 is a fundraising special event to provide funds for programs in the five targeted UNA neighborhoods—Grant Beach, Midtown, Sherman Ave PAC, West Central and Woodland Heights. It is open to anyone 18 or over. Minors must be accompanied by an adult.

The event raises money from donations made to bowlers from their sponsors. **Sponsors can make donations in a variety of ways.** They can donate a flat amount of \$5, \$10, \$20 – or any amount they choose. Or they can donate a certain \$\$ amount per pin bowled. Our suggestion is the flat donation and it will be the easiest for your team to collect.

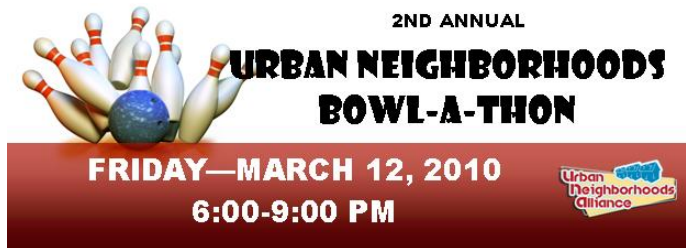
### **As a Team Captain Your Primary Responsibility Will Be To:**

Recruit four additional bowlers for your team. (May be non-company members of a company's team.)

Motivate your team to obtain sponsors to reach your team goal.  
Optimum team goal is \$150/team – which is \$30/bowler.

**Be at Enterprise Lanes 1625 S. Enterprise Avenue 15-20 minutes prior to your assigned shotgun start** to confirm lane assignments and to assemble your team. Collect sponsor envelopes if you have not already done so. Make sure the envelope flap is filled out for all bowlers raising \$50 or more. The envelopes will be collected at the beginning of the event.

**All prizes will be awarded during Bowl-A-Thon '10.**



PRESENTED BY BKD FOUNDATION

## **TEAM MEMBER KIT**

### Helpful Hints for Raising a Team Goal of \$150 or More. (\$30 per Member)

#### HOW TO RAISE YOUR DONATIONS:

- **STRAIGHT PLEDGES:** Ask 6 People for \$5 each or 30 people for \$1 each.
  - COLLECT ON THE SPOT!
  - Retail business that sponsor may want to put out a donation basket or can.
- **SET A GOAL:** Write your fundraising goal on your pledge form so your sponsors can see it! This might even encourage them to top it!
- **TRY TO AIM HIGH:** Ask for specific amount! You never know !?!?!?
- **FIRST IS BEST:** Try to ensure a good size FIRST pledge so other sponsors will follow suit!
- **SEND LETTERS:** Write to people you do not see on a regular basis and ask for a donation.
- **MATCHING GIFTS:** Check with your company or your sponsor's company to see if they will MATCH your pledges.
- **EDUCATE:** Educate your potential sponsors about Urban Neighborhoods Alliance. This way, they KNOW their pledge is going toward a good cause.

**Make Checks Payable to:**  
**Urban Neighborhoods Alliance**  
c/o Bob Horton, 1475 N. Benton  
Springfield, MO 65802



## **Bowler Guidelines**

### **What is the UNA Bowl-A-Thon?**

UNA's Bowl-A-Thon '10 is an annual fundraising event which helps UNA carry out its mission "to inspire and promote revitalization and preservation in Springfield's center city neighborhoods through public/private partnerships".

### **What comprises a Scrambowl Bowl-A-Thon Team?**

A bowl-a-thon team is comprised of five members – they are all bowlers – a team captain and 4 other members. Each team captain selects the 5 bowlers for their team – and is also responsible for collecting and handing in all monies collected by their team.

### **Don't have a team?**

Come on your own and we will match you up with a team. Your involvement in Bowl-A-Thon'10 will help UNA fulfill its mission and goals.

### **Bowl-A-Thon Sponsors:**

Bowlers are encouraged to raise a minimum of \$30.00 each, resulting in \$150 collected per team. How? By obtaining 6 donations of \$5 each, or 30 donations of \$1 each. Contact suggestions: friends, co-workers, family, and people you do business with, such as your dry cleaners, hairdresser, etc.

### **Prizes:**

Every bowler who brings in at least \$100 will be entered in our special prize drawing. Additional door prizes will be given throughout the event. Special game prizes will also be awarded.

**THANK YOU FOR YOUR HELP IN RAISING FUNDS FOR UNA!**



2ND ANNUAL

# URBAN NEIGHBORHOODS BOWL-A-THON

**FRIDAY—MARCH 12, 2010  
6:00-9:00 PM**



PRESENTED BY BKD FOUNDATION

**Purpose:** Urban Neighborhoods Alliance Bowl-A-Thon '10 is an annual fund raising event to fund neighborhood revitalization initiatives in Springfield's center city neighborhoods.

**Company Name:** \_\_\_\_\_

**Bowler's Name:** \_\_\_\_\_

**Home Address:** \_\_\_\_\_

**Work Phone:** \_\_\_\_\_ **Home Phone:** \_\_\_\_\_

**City & Zip:** \_\_\_\_\_

**Team Captain's Name** \_\_\_\_\_

	Sponsor's Name	Address, City, Zip	Phone	\$ Pledged	Date Paid
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
			<b>Total</b>		

- Attach this sheet to an envelope for sponsorship money
- Please bring all sponsor sheets when you bowl
- CONTRIBUTIONS TO URBAN NEIGHBORHOODS ALLIANCE ARE TAX DEDUCTIBLE
- Please make checks payable to: Urban Neighborhoods Alliance
- Thank you for your support!