



# CONNECTICUT ICS YOUTH BOWLING

Dear potential sponsor,

The Connecticut ICS Youth Bowling League will soon start its 2024-25 season at Silver Lanes in East Hartford, and would be grateful and honored if you'd consider being a sponsor.

The league was launched in 2023 as a nonprofit parent-run entity and consists of more than 50 youth bowlers ages 5 to 17 from throughout central Connecticut, making it among the largest of its kind in the state.

In its first season, it produced two national Junior Gold tournament qualifiers; two U.S. Eastern Region TNBA champions; the Connecticut State USBC singles champion; the Connecticut State USBC champions in adult/child doubles, all-events girls, and all-events boys; top winners in several Greater Central Connecticut USBC tournament categories; and many others.

The league supports itself through weekly dues and fundraising, but also gratefully welcomes sponsorships from local businesses and organizations. All funds go back into covering the costs of using the lanes, registering for tournaments, holding events such as a year-end banquet and awards ceremony, and other expenses.

Most importantly, the league provides scholarship opportunities to its members, including a guaranteed \$250 grant to every graduating high school senior who has met participation requirements. Your sponsorship can help tremendously in our work to build and distribute these scholarship funds.

The Connecticut ICS Youth Bowling League will truly make you proud as a sponsor – not only based on the track record it quickly established for producing champion bowlers, but also for the friendly, inclusive atmosphere in what we affectionately call our “bowling family.”

All sponsorship amounts are gratefully accepted regardless of the donation level, but we do offer the opportunity for sponsorship packages as shown on the reverse of this letter.

If you have any questions, please contact us at [ConnecticutYouthBowlingLeague@gmail.com](mailto:ConnecticutYouthBowlingLeague@gmail.com) or call Communications Director Stephanie Reitz at (860) 978-2409. We'd be happy to set up a visit or call with you.

Thank you for supporting our great youth bowlers!

With regards,

*Connecticut ICS Youth Bowling League board of directors and coaches*



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## *Annual Sponsorship Packages*

### **Bronze: \$250**

- Inclusion of your logo and/or name on the league's standing sheet distributed weekly to families and others affiliated with the group.

### **Silver: \$500**

- Sign / banner marking your support, to be prominently displayed at Silver Lanes for all 30 weeks of league play (September through April)
- Logo / name on standing sheet, the group's Facebook page, and in press releases

### **Gold: \$750**

- Logo / name on all youth participants' bowling towels
- Sign / banner displayed for all 30 weeks of league play
- Logo / name on standing sheet, Facebook page, press releases, and league website

### **Platinum: \$1,000**

- Special recognition to be determined in discussion with sponsor
- Appreciation plaque from the league, suitable for display at your business
- Logo / name on all youth participants' bowling towels
- Sign / banner displayed for all 30 weeks of league play
- Logo / name on standing sheet, Facebook page, press releases, and league website

### **Sponsor a High School Bowler - \$250 per Bowler:**

- Choose a high school-aged bowler from our league, or sponsor one selected by random lottery.
- Your one-time \$250 gift will be disbursed as a scholarship to the sponsored bowler upon his/her graduation from the league, after a minimum of two years of participation.
- Your logo/name will be included on the presentation check at the year-end banquet.
- Receive session updates from the bowler including their average, high game, tournament involvement, and a personalized postcard from them.
- Additional funds can be designated toward specific bowler(s) above the \$250 if desired, and/or you can sponsor as many bowlers as you wish.