

What is a Mardi Gras Bowl?

It is a **fund raising** and public relations event that involves men and women from all levels of a company. Bowlers compete for prizes based on their ability to **raise money**. Excellence in bowling is not needed, **enthusiasm** is.

WHAT CAN A BOWL-A-THON DO FOR YOU AND YOUR COMPANY?

- ▲ Give your company exposure and advertising opportunities with a wide range of clients!
- ▲ Provide a camaraderie/team building event for your employees.
- ▲ Connection with a well respected Non-profit organization that inspires and prepares young people to succeed in a global economy.
- ▲ You and your employees can earn great prizes by participating and helping JA raise funds.
- ▲ Networking opportunity in a festive atmosphere with 5 shifts, each allowing 120 to 240 bowlers.

WHAT CAN A BOWL-A-THON DO FOR JUNIOR ACHIEVEMENT?

- ▲ Provide necessary dollars to continue expansion of the JA programs through the Northwest Florida area.
- ▲ Supplement the operating budget.
- ▲ Provide necessary dollars to continue expansion of the JA programs through the Northwest Florida area.
- ▲ Provide exposure to the public about JA, its programs and activities.

WHAT ARE THOSE SECRET INGREDIENTS THAT MOVE A BOWL-A-THON BEYOND THE SUCCESSFUL CATEGORY?

- ▲ Solicitation of "people" (vice presidents, secretaries, CEO, shipping clerks, machine operators, bank tellers,).
- ▲ Firms establishing internal rewards for participants who meet goals.

HOW CAN ONE BOWLER EQUAL A PUBLIC RELATIONS BONANZA?

One bowler requests pledges from an average of 25 sponsors. 600 bowlers each communicating with an average of 25 people means 15,000 people become aware of JA and are introduced to JA programs and benefits. Those 15,000 silent participants will at the very least recognize the name Junior Achievement.

 **Junior Achievement®**
Of Northwest Florida, Inc
1010 N. 12th Ave. Suite 233
Pensacola, FL 32501
(850) 477-1420
(850) 477-2820 fax
info@nwf-ja.org
www.nwf-ja.org

2011 Mardi Gras Bowl

General Information

The **Mardi Gras Bowl** is a special fund raising project to support the impact of economic education through Junior Achievement programs in Northwest Florida. More than 3,500 young people will participate in JA programs during the 2010 – 2011 School year. The goal is to raise \$52,000 for inspiring and preparing young people to succeed in a global economy.

Mardi Gras Bowl – Fri. & Sat. - February 11 & 12, 2011, Cordova Lanes 2111 Airport Blvd.

Shift times: **Fri.:** 4:30–7pm, 8:00–10:30pm **Sat.:** noon – 2:30pm, 3:30 – 6pm, 7 – 9:30pm

- ▲ **One team = five to ten bowlers.** Each team needs to have **one Team Captain.**
- ▲ **Three or more teams** from one company must assign **one Company Coordinator** to serve as a communications and fundraising leader for individual team captains within a company or organization.
- ▲ **Team Captain/Company Coordinator** - reserve a lane by calling the JA office: 477-1420.
- ▲ **Each bowler must pay a \$20.00, non-refundable registration fee.** Some companies pay a portion of registration fees. Company fundraising projects may be used or contributions from friends or peers.
- ▲ The registration fee covers **2 ½ hours** of bowling, a **t-shirt**, and the **Mardi Gras Bowl festivities.** The donations collected help pay for operation expenses for providing JA programs in our community.
- ▲ **Team Captains & Company Coordinators** – turn in registration forms and fees by **Jan. 26th** to ensure lane reservation. Return forms to Junior Achievement 1010 N 12th Ave. Suite 233 or fax forms to 477-2820.
- ▲ On **February 10th** T-Shirts will be available for all teams that register by Jan. 26th. Teams registered after Jan. 26th will receive T-Shirts at the JA Awards Luncheon at Outback Steakhouse.
- ▲ **Registration fees are added to pledges for calculation of your Prize level.**
- ▲ Bowlers should create their own on-line giving page at www.nwf-ja.org
- ▲ **Team Captains must turn in Cash/Pledges** to Junior Achievement by **March 4th** to be eligible for prizes.
- ▲ **Comments/questions** should be directed to the Junior Achievement office at **477-1420** or info@nwf-ja.org

Let Their Success Be Your Inspiration!sm

TEAM CAPTAIN INSTRUCTION SHEET

When your company has 3 or more teams, be sure to coordinate through your Company Coordinator.

Mardi Gras Bowl 2011 Junior Achievement of Northwest Florida

As Team Captain, your primary responsibilities (in addition to those as a bowler) are to:

IMMEDIATELY YOU WILL WANT TO	<ol style="list-style-type: none"> 1. Recruit a team of five to ten bowlers (you + 4 or more others). 2. Be sure you have a lane reserved (1st come 1st served). 477-1420 3. Distribute an ENVELOPE to each team member. <p style="text-align: center;">If you have a Company Coordinator, direct all information through that person.</p>
December through January 26th	<ol style="list-style-type: none"> 1. Collect registration fees (\$20.00 per bowler) 2. Turn in Team Captain Registration Form and fees by January 26th to ensure lane reservation. 3. Encourage your team to raise funds by creating individual web pages or through group events or by selling raffle tickets.
February 10th	<ol style="list-style-type: none"> 1. Pick-up t-shirts from JA office or from your company coordinator if registration fees were paid by January 26th. 2. Remind bowlers about the date and shift time your team will bowl. 3. ADVISE BOWLERS TO: Arrive at bowling center 30 minutes before start time to pick up shoes and bowling ball.
WHEN YOU ARRIVE AT Cordova Lanes ON Feb. 11th or 12th	<ol style="list-style-type: none"> 1. Organize your team on the assigned lane and begin on time! 2. HAVE FUN! HAVE FUN! HAVE FUN!
Between Feb. 13th – Mar 4th	<ol style="list-style-type: none"> 1. Encourage bowlers to continue to solicit contributions on-line. 2. Collect and turn in deposit receipts and forms for your team before the deadline to your Company Coordinator or to JA staff for your bowlers to be eligible for prizes 3. Turn in totals for each bowler. Make and keep a copy for your records. 4. All contributions due at JA office by 5pm – March 4th to be eligible for prizes.
March 16th	Attend Team Captain Luncheon at noon, March 16th at Outback Steakhouse . Prizes earned by your team will be available for you to pick up. Please distribute to your team members.



Junior Achievement[®]

A Member of JA Worldwide

of Northwest Florida, Inc.

Mardi Gras Bowl Sponsorship Opportunities

Green - \$1,500 (6 available)

- ▲ Lane Sign
- ▲ Medium size logo on event t-shirt
- ▲ Registration for 1 team (5-10 bowlers)
- ▲ Certificate of Appreciation
- ▲ The opportunity to perpetuate the free enterprise system

Purple Beads \$350

- ▲ Lane sign and small logo on t-shirt
- ▲ The opportunity to perpetuate the free enterprise system

Beads \$200 (12 available)

- ▲ Small logo on t-shirt
- ▲ The opportunity to perpetuate the free enterprise system

Purple \$200 (35 available)

- ▲ Lane Sign
- ▲ The opportunity to perpetuate the free enterprise system

Company Name: _____

Contact Person: _____

Phone: _____

Address: _____ Zip: _____

E-mail address: _____

Sponsorship Level _____

Send Invoice: _____ Logo e-mailed: _____

1010 N. 12th Avenue Pensacola, FL 32501 (850) 477-1420 (850) 477-2820 fax
info@nwf-ja.org www.nwf-ja.org

▲ Suggestions for Success!

- ▲ *Here are some “helpful hints” that have been suggested by previous Company Coordinators and Team Captains.*
- ▲ Get top management involved. Ask your CEO to consider endorsing the Bowl-A-Thon through a letter or e-mail to all employees. Employees feel great when their bosses support and participate with them in any function.
- ▲ **Make a target list of potential Team Captains and bowlers. Personally ask each one to participate.**
- ▲ Contact past Team Captains to ask if they would like to participate again in the Bowl-A-Thon. If not, then ask them if they would recommend someone.
- ▲ **Make presentations in staff meetings to recruit team captains, bowlers and SPONSORS!! Everyone can participate even if they are not bowling.**
- ▲ It's lots of fun when all your teams bowl at the same time, so when making lane reservations, some coordinators like to reserve lanes for all of their teams at the same time and publish only that time. Others like to give their Team Captains the opportunity to select a time for their team. *Either way, make your reservations early by calling Junior Achievement (477-1420) – lanes are assigned on a first come, first serve basis.*
- ▲ **Use incentives to get ATTENTION – make it Fun!! Just a few ideas people have shared: Awarding the individual or the team raising the most money a 1/2 day off; giving each Team Captain a special prize for making the team goal; bringing their own door prizes or something for all bowlers to take home the day of the event; having an in-house recognition event.**
- ▲ Encourage friendly competition between groups, departments, branches, etc. Some coordinators have offered company prizes for most money raised by a team or individual, i.e., company jacket, coffee cups...

▲ Suggestions for Success (page 2)

- ▲ Advertise, advertise, and advertise more! Get the word out to everyone. Arrange for articles to be placed in your organization's paper or newsletters to recruit and recognize volunteers. (Remember to send copies to Junior Achievement.)
- ▲ **Keep in touch** with and continue to motivate team captains toward meeting your company goal.
- ▲ **Create your own posters and flyers and place them in cafeterias, main entrances, exits, lounges and on bulletin boards.**
- ▲ Follow-up with team captains as they put together teams, collect registration fees, and get their sponsor money turned in on time. Communication is the key!
- ▲ **Recruit a "company photographer" (does not have to be a professional) to take candid pictures during the fun at the "Bowl-A-Thon". Share photos with participants and use for in-house publication articles. Junior Achievement staff will take team pictures by request.**
- ▲ Encourage everyone to wear their previous Junior Achievement bowling t-shirt on "**casual day**" to encourage collection of pledges and to get new sponsors.
- ▲ **Set a collection deadline** a day or two before Junior Achievement's deadline so you can still get your company's money in on time even if a few bowlers are a day late.
- ▲ Provide internal recognition for participants (through newsletters and bulletin boards listing team captains and bowlers, staff meetings, "thank you" event, etc.) and encourage Team Captains to attend the Junior Achievement recognition.
- ▲ **Follow-up with participants-just to say THANK YOU!!**



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Website: www.nwf-ja.org



Junior Achievement® *Bowl-A-Thon*

Team #

TEAM REGISTRATION FORM

Lane Time _____ Lane# _____

Company Coordinator _____ Title _____

Firm _____ Business Phone _____

Address _____ Home Phone _____

City, State _____ Zip _____ T-Shirt size-Adult- S M L XL XXL

Email _____ Child - S M L

Team Captain _____ Business Phone _____

Address _____ Home Phone _____

City, State _____ Zip _____ T-Shirt size-Adult- S M L XL XXL

Email _____ Child - S M L

Bowler Two _____

T-Shirt size - Child S M L Adult - S M L XL XXL

Bowler Three _____

T-Shirt size - Child S M L Adult - S M L XL XXL

Bowler Four _____

T-Shirt size - Child S M L Adult - S M L XL XXL

Bowler Five _____

T-Shirt size - Child S M L Adult - S M L XL XXL

Bowler Six _____

T-Shirt size - Child S M L Adult - S M L XL XXL

Bowler Seven _____

T-Shirt size - Child S M L Adult - S M L XL XXL

Bowler Eight _____

T-Shirt size - Child S M L Adult - S M L XL XXL

Call the JA office to reserve your lane, 477-1420. Bowling times will be assigned on a first come first serve basis.

NOTE: Team Captain, please collect the \$20.00 bowling fee from each of your bowlers.

Send all fees and this form to Junior Achievement. Make all checks payable to Junior Achievement.

This form and all bowling fees are due January 26, 2011

1010 N. 12 th Ave Suite 233, 32501
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Phone: (850) 477-1420 FAX: (850) 477-2820
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info@nwf-ja.org www.nwf-ja.org
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Please make a copy of this form for your records



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of Northwest Florida, Inc.

Mardi Gras Bowl Hat Contest

Create a unique Mardi Gras hat
and you could win a
Birthday Bowling Party at
Cordova Lanes

How to Win:

- ▲ Collect as many votes as you can prior to and during the bowling event.
- ▲ Get a cup when you arrive at Cordova Lanes for event
- ▲ Collect 10 cents per vote
- ▲ The person with the most \$\$ wins birthday bowling party
- ▲ There will be a contest each bowling shift.



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Mardi Gras

King and Queen Auction Mardi Gras Bowl

Bid on friends, family
and colleagues and give them the
chance to be King or Queen for a
night.

How to Make a Bid:

- ▲ Nominate King or Queen by placing a monetary bid on anyone.
- ▲ The King and Queen are then decided by which individual has the highest total of bids. Collect bids prior to and during event.
- ▲ JA keeps all bids
- ▲ There will be a different King and Queen for each bowling shift
- ▲ During the bowling shift the King and Queen will participate in a Mardi Gras Parade in the bowling center.



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Junior Achievement "Bowl-A-Thon" Receipt

Sponsor: _____

Your tax-deductible contribution of \$ _____ is hereby gratefully acknowledged by Junior Achievement. It will be used to educate and inspire young people to value free enterprise, business and economics in order to improve the quality of their lives.

Let Their Success Be Your Inspiration!!!

Date

Bowlers Signature

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