



Children's
Miracle Network[®]

**BOWL
-A-
THON**



2009



Children's Miracle Network bowl-a-thon

Want to have a blast with co-workers, friends and family while making a difference in children's healthcare? Have your company sign up to participate in the inaugural 2009 Children's Miracle Network Bowl-A-Thon. It's quite easy and a great team builder experience – but best of all – just plain fun! Depending on your company size, you can have one bowling team or 10 plus. A team consists of 10 people and can be co-workers, family members and/or neighbors of any age. Each bowling team has a team captain and companies with several bowling teams should assign a company coordinator. A company coordinator recruits team captains and team captains recruits bowlers - simple and effective way to increase participants and raise monies. Each bowler raises monies for Children's Miracle Network and children's healthcare. There is also a \$5.00 registration fee per bowler that includes two games of bowling and shoe rental. This is a reduced rate to support Children's Miracle Network Bowl-A-Thon fundraising and does not benefit Children's Miracle Network.

There are individual bowler prizes and company category prizes. Companies can add their own incentive prizes to get some friendly competition going (i.e. between departments or facilities). A company can also do a lane sponsorship for \$500 (see back of brochure).

Additional materials will be given out at the company coordinator/team captain luncheon on March 25. Just fill out the enclosed registration form and your company is on its way to changing our regional children healthcare one pin at a time.

Children's Miracle Network is an alliance of premier children's hospitals and Wellmont Health System is the region's only Children's Miracle Network affiliate. All funds raised are kept in this area to purchase equipment and support programs that help sick and injured children.

Road map to bowling success

8 Weeks Before Your Event

Set goals for your company!

- Number of teams goal: _____
(10 people per team)
- Total pledge goal: \$ _____
(Aim for \$100 per bowler & \$1,000 per team)

Select bowling date and location

- Select location and time (listed on back of brochure)
- Decide on the number of lanes that you will need based on a maximum of 5 bowlers per lane.
(_____ # bowlers divided by
5 = number of lanes needed)

Register your company

- Fax enclosed form to Vickie Hungate,
Wellmont Foundation, at (423) 230-8560.

Recruit team captains or bowlers

- Ideas for who you could recruit to be team captains:
- Past bowlers
- Bowling league members
- Anyone who knows a lot of people in the company
- Anyone who likes to have fun
- Invite clients and vendors to participate

Promote participation company-wide

- Brainstorm ideas (e.g. an e-mail from the CEO asking employees to participate or senior management competition)
- Place posters throughout the company

- Set up challenges between facilities or departments.
- Arrange to have the Bowl-A-Thon publicized in your company newsletter and intranet site.
- Investigate your company's employee matching gifts/grants program. If your company matches at a minimum level (i.e. \$25) encourage employees to give at least that level.

6 Weeks Before Your Event

Attend the company coordinator/team captain luncheon on March 25. Learn some fun incentive strategies and pick up additional materials. You could win a door prize.

Hold your own team captain meeting/training to cover the team captain's responsibilities. You may want to consider making this a Kick-Off for your company's bowl-a-thon efforts.

4 Weeks Before Your Event

If your company is interested in serving food to your bowlers at the bowling center – order food and refreshments.

- Call the bowling center contact listed on the back of this brochure to make arrangements.
- Ask the center if there is a pizza/food deal.

Arrange for additional raffle prizes or giveaways for your bowl-a-thon event.

Wellmont Foundation will provide simple/fun prizes at the center but you may want to add some "sizzle" to the event with a few higher-end prizes.

Check in with team captains to see how close your company is to goal.

2 Weeks Before Your Event

Check-in with team captains

- Remind them to check in with their bowlers to see how the fundraising is going.
- Remind them and your bowlers about why they are participating in the bowl-a-thon.
- Offer incentives if they need encouragement.

Week of Your Event

Fill in the lane assignment sheet with your team captain names.

- Fax it to Vickie Hungate, Wellmont Foundation, (423) 230-8560 by the Wednesday before your date.
- Let the foundation know how you want your results announced the day of the event (i.e. total company contributions, by department or work locations.)

Check-in with team captains and remind them:

- To bring completed team roster form to bowling center. This will be used for checking in your teams at the centers.
- Have each team captain reconfirm will all bowlers:
 - They have registered with team captain.
 - They know the date, time and the bowling center where your event is taking place.
 - They know to arrive 30 minutes earlier than their scheduled time to bowl.

Consider making arrangements to have your CEO or another Executive roll out the first ball to get things started.

If your company ordered food confirm order with the bowling center.

Day of the Bowl-A-Thon

Relax and enjoy yourself!



**Wellmont
Foundation**

A Member of Wellmont Health System

Bowl-a-thon prizes

Industry award competition

A trophy will be presented to the company raising the most money within each of the following designated industries:

Accounting
Advertising
Banking/Finance
Communication
Construction/real estate
Education
Government
Health care
Hospitality
Insurance
Manufacturing
Non-profit/community group
Other
Professional group
Retail
Technology
Utility

Individual bowler prize – (One prize per bowler will be given.)

First Grand Prize – Two Bristol Motor Speedway luxury suite tickets to the Sharpie 500 Sprint Cup Race on Saturday, August 22, 2009. (most money raised)

Second Grand Prize – Flat screen television (second highest money raised)

Raise \$500 – 2 one-day tickets to Dollywood

Raise \$250 – sports bag

Raise \$150 – cooler tote

Raise \$50 – receive bowl-a-thon T-shirt

Company Lane sponsorship - \$500

- One team (10 bowlers)
- Company banner displayed at designated bowling center
- Company recognition in foundation newsletter and website
- Special recognition at awards ceremony

Important Dates



Wednesday, March 25

Company coordinator and team captain luncheon. Call Vickie Hungate (423) 230-8592 to make reservations. You could win a door prize just for attending.

Friday, April 17

Registration forms and fees due

Saturday, May 2

Bowling (weekend one) – Bristol, TN

Saturday, May 9

Bowling (weekend two) – Johnson City, TN and Norton, VA

Saturday, May 16

Bowling (weekend three) – Kingsport

Friday, June 5

Pledges and prize list due

Friday, June 26

Awards presentation



Bowling Lane Centers

Bellmont Lanes, Bristol TN

100 Belmont Drive
Bristol, TN 37620
(423) 764-5135

May 2, 2009 – 10 a.m. - 2 p.m.
10 a.m. - noon
noon - 2 p.m.

Holiday Lanes

117 Broyles Drive
Johnson City, TN 37601
(423) 282-6521

May 9, 2009 – 10 a.m. - 6 p.m.
10 a.m. - noon
noon - 2 p.m.
2 p.m. - 4 p.m.
4 p.m. - 6 p.m.

Hillcrest Lanes

475 Hawthorne Drive
Norton, VA 24273
(276) 679-5257

May 9, 2009 – 10 a.m. - 4 p.m.
10 a.m. - noon
noon - 2 p.m.
2 p.m. - 4 p.m.

Warpath Bowling Lanes, Kingsport

2449 Memorial Blvd.
Kingsport, TN 37664
(423) 246-2695

May 16, 2009 – 10 a.m. - 2 p.m.
10 a.m. - noon
noon - 2 p.m.