



# Bowl for the Cure

Inspiration and Guidance for Event Organizers





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## INTRODUCTION

We are so excited to help you host a Bowl for the Cure® event! Hosting an event helps not only to gain donations, but it also helps bring awareness to the fight against breast cancer. Bowl for the Cure® helps Susan G. Komen® fund research, education, screenings and community programs.

This guide will assist you through the event creation process. Remember, we stand behind you! If you have any questions or need support, always feel free to email us at [bftc@BOWL.com](mailto:bftc@BOWL.com).

Seeing as we're making introductions, let's cover who we are, what we're all about and who we support in the fight against breast cancer!

### **About Us**

Bowl for the Cure® is a year-round breast cancer awareness initiative sponsored by the United States Bowling Congress in partnership with the Susan G. Komen®. Since Bowl for the Cure's inception in 2000, people like you have helped to raise over \$11 million to support the fight against breast cancer.

### **About Susan G. Komen®**

Susan G. Komen is the world's leading nonprofit source of funding for the fight against breast cancer. Its mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. To date, Komen has invested more than \$3.3 billion in groundbreaking research, community health outreach, advocacy and programs in more than 60 countries. For more information, visit [komen.org](http://komen.org) or call 1-877-GO KOMEN.

## **BOWL FOR THE CURE GUIDELINES**

*(FOR BOWLING CENTERS, ASSOCIATIONS, LEAGUES, BUSINESSES OR INDIVIDUALS PARTICIPATING IN THE PROGRAM)*

Susan G. Komen® and Bowl for the Cure® appreciate your efforts to support their vision: A world without breast cancer.

Please use the following guidelines in connection with your fundraising activities:

- If you conduct a fundraising activity, you must comply with all applicable laws (for example, lottery laws, etc.) and file, post or obtain all required registrations, bonds, permits, releases, consents, licenses and approvals.
- While we encourage you to get as much donated for your Bowl for the Cure® event as possible, we understand there may be hard costs you may incur. That being said, we ask that your event expenses not exceed 20 percent of your overall fundraising from your event.
- When referencing Susan G. Komen®, Bowl for the Cure® and/or Meet for the Cure® on any promotional materials, please be sure to include the ® symbol and state that it is a registered trademark of Susan G. Komen.

On any promotional materials advertising the fundraising activities, please clearly state that all of the monies raised will be donated to Susan G. Komen®. If possible, please include the following statement about Susan G. Kome's mission:

"To save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer."

For more information, contact Susan G. Komen® at 5005 LBJ Freeway, Suite 250, Dallas, TX 75244 or visit [www.komen.org](http://www.komen.org).





## EVENT IDEAS

Make your event a success! There are many ways to organize a fun and unique Bowl for the Cure® experience. Here are a few suggestions:

- Designate a day or week and ask league bowlers to bring their “spare” change to help “strike” out breast cancer.
- Collect used bowling equipment from your members and hold a garage sale. Collect equipment such as shirts, shoes, towels, balls and bags. All proceeds are donated to Bowl for the Cure®.
- Give your standard “Penny Per Pin” fundraiser a boost by asking local companies to match your contribution.
- Raffles are a fun way to ensure that Bowl for the Cure® and bowlers can both be winners. Collect items to raffle in addition to a “Penny Per Pin” during league play.
- Breast cancer awareness is a year-round project. Organize a holiday-themed decoration and/or bake sale at your local center! Take it even further and personalize decorations with the names of victims and survivors of breast cancer or with the donor’s name on display!
- Partner with a local restaurant to receive a portion of customer sales for an evening.

For more event ideas, follow Bowl for the Cure® on [Facebook](#), [Twitter](#) and [Instagram](#) to check out stories we have shared from current Bowl for the Cure® events.



## EVENT CHECKLIST

Time to plan! This checklist will help you through the event planning, execution and post-event process. And don't forget to utilize our other Bowl for the Cure® event tools (event reports, pledge sheet and more) located [here](#).

- Identify the potential date and time of your event
  - Make sure to book all your event space and potential catering in advance
- Contact Bowling Center(s)
  - Approach local bowling centers that may be interested in hosting your event
  - Ask your bowling center to “donate” or at least reduce lineage fees
  - Ask your bowling center if they can offer free shoe rental
  - Share the benefits of having a Bowl for the Cure® event in their center:
    - o Free advertising for the center
    - o Will generate additional restaurant and bar traffic
    - o Potential for future customers
- Determine your event entry fee
  - If you are going to have an entry fee for your event, please consider the following:
    - o Consider overall event expenses to ensure they will not exceed 20 percent of total revenue generated
    - o What is the fee per person to bowl in the event
    - o Will there be a prize fund
- Register your event
  - Once you have the official date and time of your event, register your event using our online registration form, found [here](#)
  - Once Bowl for the Cure® has received your event registration, we will create an event page on our [Facebook](#) Page, so you can invite all of your Facebook friends to come, and they can share it with their friends!
- Post event pictures
  - Share your event photos on your Facebook, Twitter or Instagram and include #bowlPINK in the caption so the rest of the Bowl for the Cure® community can experience the fun!
- Submit your donations
  - Submit your donations through our online form, found [here](#). Or mail in your donations to:

Bowl for the Cure®  
621 Six Flags Drive  
Arlington, TX 76011

- Please make checks out to Bowl for the Cure

