



NATION'S CAPITAL AREA ASSOCIATION

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FOR IMMEDIATE RELEASE

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NCAUSBCA BOWLERS SUPPORT BOWL FOR THE CURE® Local bowlers help strike back at breast cancer

Nation's Capital Area -- More than 2,000 local bowlers are expected to knock down pins to knock out breast cancer with the Nation's Capital Area USBC Association (NCAUSBCA) at the Bowl for the Cure® Day event being held at Bowl America Shirley on February 18, 2012 from 1:00 PM to 4:00 PM.

This year, local bowlers hope to raise more than \$50,000 to contribute to Bowl for the Cure, a year-round fund-raising and awareness initiative organized by the United States Bowling Congress in support of the Susan G. Komen for the Cure®. Bowlers around the United States organize tournaments, bowl-a-thons, raffles, auctions, and more each year to support Bowl for the Cure. To date, Bowl for the Cure has raised nearly \$6 million!

Overall program expenses will not exceed 20 percent of total revenue; all proceeds of the Bowl for the Cure benefit Susan G. Komen for the Cure, whose promise is "To save lives and end breast cancer forever by empowering people, ensuring quality of care for all, and energizing science to find the cures."

Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all, and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health, or breast cancer, visit www.komen.org or call 1-800 I'M AWARE.

To contribute to Bowl for the Cure in your community, contact Ronald Holton of the NCAUSBCA at probowler8005@yahoo.com and/or 571/318-0731. For more information, visit www.ncausbca.org or www.bowl.com and click on "Bowl for the Cure" or call 301/499-1693.

United States Bowling Congress

The United States Bowling Congress, as the national governing body, ensures the integrity and protects the future of the sport, provides programs and services, and enhances the bowling experience.

Bowl with US

3rd Annual Bowl for the Cure® Day

Hosted by Nation's Capital Area USBC Association



Saturday, February 18, 2012
Bowl America Shirley
6450 Edsall Road
Alexandria, VA 22312
703/354-3300



Overall NCAUSBCA Bowl for the Cure® expenses will not exceed 20% of total revenue generated

The Details

- Each team consists of up to 5 bowlers
- Each team will bowl three games in a 3-6-9 format (automatic strikes in frames 3, 6 and 9)
- Entry fee is \$250 per team to be submitted with the entry form below
- Each bowler is encouraged to collect additional pledges/donations and bring them to the event
- Commemorative Bowl for the Cure® T-shirt to all bowlers
- Registration deadline is **February 5, 2012** (or when all 40 lanes are filled, whichever comes first)
- Register early to ensure that you have a lane!
- Random prizes will be awarded throughout the event
- All bowlers receive a gift bag
- Additional opportunities for donations will be made available at the event

ENTRY FORM

(Check box to left of name if a breast cancer survivor)

- TEAM CAPTAIN** _____
Phone # () _____
E-mail _____
Address _____
City _____ State ____ Zip _____
- Bowler # 2 _____
 Bowler # 3 _____
 Bowler # 4 _____
 Bowler # 5 _____



Send Entry with Fees to:

Nation's Capital Area USBC Association
9315 Largo Drive West, Suite 110
Largo, MD 20774-4762
301/499-1693
mgr@ncausbca.org

Make checks payable to:
NCAUSBCA – Bowl for the Cure

For more information about Bowl for the Cure® visit
www.bowl.com/bftc/index.jsp

Registration: Noon to 1:00 pm
Opening Ceremonies: 1:00 pm
Bowling: 1:30 to 4:00 pm

*The Susan G Komen for the Cure promise: to save lives and end breast cancer forever
by empowering people, ensuring quality care for all, and energizing science to find the cures*



NATION'S CAPITAL AREA ASSOCIATION

September 27, 2011

Dear Potential Sponsor:

The Nation's Capital Area United States Bowling Congress Association (NCAUSBCA) is a local bowling association chartered by the United States Bowling Congress (USBC) that provides programs and services to nearly 25,000 bowlers in Maryland, Virginia, and the District of Columbia.

As a USBC local association, we actively support USBC's national charities. In our first two years, we raised \$21,000 to support the **Susan G. Komen Foundation**. We are writing today to enlist your support for our 3rd Annual Bowl for the Cure[®] Day on Saturday, February 18, 2012.

Bowl for the Cure[®] is a year-round fund-raising and awareness initiative organized by USBC in support of the Susan G. Komen Foundation. Bowlers around the United States organize tournaments, bowl-a-thons, raffles, auctions, and more each year to support Bowl for the Cure[®]. To date, Bowl for the Cure[®] has raised well over \$9 million!

Bowl for the Cure[®] Day activities include bowling, raffles, silent auctions, and survivor celebrations, among other festivities. Our goal this year is to raise \$50,000. NCAUSBCA is currently seeking three levels of sponsorship for this event – Prime, Supporting, and Lane Sponsors.

Prime Sponsorship

NCAUSBCA seeks Prime Sponsors to support the 3rd Annual Bowl for the Cure[®] Day. Refer to the attached Sponsorship detail list for information regarding the recognition that will be provided to Prime Sponsors in return for their \$2,500 sponsorship.

Supporting Sponsorship

NCAUSBCA also seeks Supporting Sponsors for this event. Refer to the attached Sponsorship detail list for information regarding the recognition that will be provided to Supporting Sponsors in return for their \$1,000 sponsorship.

Lane Sponsors

Finally, NCAUSBCA seeks Lane Sponsors for all 40 lanes at our venue. Refer to the attached Sponsorship detail list for information regarding the recognition that will be provided to Lane Sponsors in return for their \$500 sponsorship.

NCAUSBCA also appreciates cash, merchandise, and gift certificate donations to support our fund-raising efforts. Cash donations are used to obtain prizes and awards for charitable event participants and to augment our final donation. The prizes and awards are combined with merchandise and gift certificates to encourage community members to participate in our fund-raising events.

Thank you very much for considering support of our event. Please feel free to contact me at 253/297-4503 or EQCClassic@juno.com if you have any questions. I look forward to talking with you.

Sincerely,

Karen Jost
Director, Nation's Capital Area USBC Association



NATION'S CAPITAL AREA ASSOCIATION

Prime Sponsorship \$2,500

As a Prime Sponsor for the 3rd Annual Bowl for the Cure[®] Day, the Company will receive name recognition in all program communications and entry forms.

In addition to program communications (press releases, announcements, entry forms, etc.), the Company will receive:

- Representative of Company will roll out the first bowling ball to open the events
- Company recognized on event banner displayed at Bowl America Shirley from Friday, February 17 through Sunday, February 20, 2012
- Full-page ad in February/March 2012 issue of *BOWL Magazine*, with a circulation of 2,500 hard copy in addition to online viewing
- Company recognized on the association Web site at www.ncausbca.org prior to the event
- Three team entries (15 people) to participate in Bowl for the Cure[®] Day festivities

Supporting Sponsorship \$1,000

Supporting Sponsors will receive:

- Full-page ad in February/March 2012 issue of *BOWL Magazine*, with a circulation of 2,500 hard copy in addition to online viewing
- Company recognized on the association Web site at www.ncausbca.org
- Two team entries (10 people) to participate in Bowl for the Cure[®] Day festivities
- Company name recognition during event announcements

Lane Sponsors \$500

Lane Sponsors will receive:

- Company recognized on the association Web site at www.ncausbca.org
- One team entry (5 people) to participate in Bowl for the Cure[®] Day festivities
- Company name recognition during event announcements