

Event Resource Packet

Love Our Lagoon Bowl-A-Thon is 3 hours of bowling and fun while raising awareness and support for our Indian River Lagoon. SaveTheIRL.org!

About this Event

Love Our Lagoon Bowl-A-Thon is a collaborative effort of title sponsor Wave Crest Realty, Shore Lanes Palm Bay, City Limits Restaurant, individuals, schools, non-profits, local businesses, congregations, youth groups, and sports teams, uniting to help collect donations for the Marine Resources Council's movement to save our Indian River Lagoon (IRL). This event is a chance to have fun with your friends and family while supporting vital work to help protect and improve the water quality of the IRL, an estuary of national significance.



Event Features

- Silent Auction.
- Games, prize giveaways every 15 minutes, and contests for bowlers: random score prizes, first Turkey: 3 strikes in a row, highest individual overall score, and more.
- Opportunity for participants to solicit pledges from friends, family, and co-workers to help raise funds to save our lagoon. (Pledge resource packets are available online and will be emailed to registrants.) Bowlers are encouraged to reach out to friends and family to help raise money for the cause. Donations can be accepted as one-time gifts or supporters can pledge an amount based on how well you bowl. For example, if someone pledges \$0.25 per pin and you bowl a score of 100, the donor would contribute \$25 after the event. **(Pledge Prizes Available for: individual bowler that raises the most money, and bowling team that raises the most money).**

Food Package

- *The only food available during the event is through the food package: choice of baked ziti, meatballs, chicken tenders, deli spirals, garlic bread, & house salad. ***Please pre-order through the registration process, so we can prevent overspending and waist.** Package includes 2 drinks (choice of water, soda, juice, domestic beer, house wine, & well drinks only. All other drinks are available a la carte).

Support & Sponsorship

- This event offers unique in-person experiences and actionable insights led by leading lagoon scientists, educators, and advocates offering high-impact sponsorship opportunities. To secure your sponsorship, vendor space, or donate to the auction effort at this great event, please contact Steve at SharkeyMRC@gmail.com. (\$150, \$250, \$500, & \$1,000 sponsorships are now available. Please view the event ticket options for sponsorship details.)

Steve Sharkey

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Event Time & Location

Saturday, August 29, 2020 (4 p.m. – 7 p.m.)

Shore Lanes, 4851 Dairy Rd, Melbourne, FL 32904

Tickets

- **General Admission \$25.00**

General admission ticket is good for 1 bowler, includes unlimited & complimentary bowling from 4 p.m. - 7 p.m. and free shoe rental.

- **Food & Beverage Package \$23.00**

*The only food available during the event is through the food package: choice of baked ziti, meatballs, chicken tenders, deli spirals, garlic bread, & house salad. *Please pre-order through the registration process, so we can prevent overspending and waist. Package includes 2 drinks (choice of water, soda, juice, domestic beer, house wine, & well drinks only. All other drinks are available a la carte).

- **Event Bowling Shirt \$25.00–\$28.00**

Show your support with this limited edition Love Our Lagoon Bowl-A-Thon Dri-FIT, high-performance, polyester, moisture wicking, lightweight, and comfortable shirt.

- **VIP Pass \$75.00**

VIP pass is good for 1 bowler, includes unlimited & complimentary bowling from 4 p.m. - 7 p.m., free shoe rental, food package, & limited-edition event t-shirt.

- **VIP Lane \$250.00 (Reserve your own lane!)**

VIP pass is good for up to 6 bowlers on a designated lane, includes unlimited & complimentary bowling from 4 p.m. - 7 p.m., free shoe rental, (print branding on lane for 30 days — for corporate sponsors and logo on event t-shirt)

- **VIP Lane Sponsor \$500.00**

VIP pass is good for up to 6 bowlers, includes unlimited & complimentary bowling from 4 p.m. - 7 p.m. on your own designated lane, free shoe rental, food package, limited edition event shirt, company logo on shirt, branding on all available marketing campaigns, print branding on lane for 30 days.

- **VIP Lane Super Sponsor \$1,000.00**

VIP passes good for up to 6 bowlers, includes unlimited & complimentary bowling from 4 p.m. - 7 p.m. on your own designated lane, free shoe rental, food package, limited edition event shirt, company logo on shirt, branding on all available marketing campaigns, print branding on lane for 30 days, branding on 2 digital lane monitors for 30 days, promotional booth space at the event, & broadcast time on the PA system

- **Event Bowling T-Shirt Sponsor \$150.00**

Show your support by sponsoring a limited edition Love Our Lagoon Bowl-A-Thon event shirt: Dri-FIT, high-performance, polyester, moisture wicking, lightweight, and comfortable. Sponsorship includes company logo on shirt and available event marketing.



Official MRC Love Our Lagoon Bowl-A-Thon Resource Packet

Love Our Lagoon Bowl-A-Thon is a collaborative effort of individuals, schools, non-profits, local businesses, congregations, youth groups, and sports teams, uniting to help collect donations for the Marine Resources Council's movement to save our Indian River Lagoon. This event is a chance to have fun with your friends and family while supporting vital work to help protect and improve the water quality of our IRL estuary of national significance. The Bowl-A-Thon is an opportunity for participants to solicit pledges from friends, family, and co-workers, gather at the Shore Lanes Palm Bay bowling alley for 3 hours of bowling and fun while raising support for our lagoon.

Steps for a Successful Bowl-A-Thon:

- 1.** Will you help sign up participants and sponsors for the Bowl-A-Thon among your classmates, group of friends, or co-workers? How many people do you think you can recruit to bowl?
- 2.** Help promote the event and recruit bowlers. Once you are registered to bowl, you will be listed on the website as a participant, and then can share the event link to encourage other groups and people to get involved. You can also use the Love Our Lagoon Bowl-A-Thon fact sheet to help explain the fundraiser. Participants are encouraged to invite friends, co-workers, classmates, or anyone they like. You can also make it a competition among groups. Who can raise more funds for our lagoon?
- 3.** Solicit donations. Each bowler will need to reach out to friends and family to raise money. Donations can be accepted as one-time gifts or people can pledge an amount based on how well you bowl. For example, if someone pledges \$0.25 per pin and you bowl a score of 100, the donor would contribute \$25 after the event. Donors can write checks (payable to the Marine Resources Council) or make donations online using the Bowl-A-Thon event page. Encourage bowlers to send emails, make phone calls, and promote their involvement and need for donations as often as possible. Make sure each bowler is using the pledge sheet to keep track of all donations.
- 4.** Bowl! Check in at the registration table at the bowling alley for your lane assignment and turn in any donations received prior to the event. (Arrive early for check-in. The Love Our Lagoon Bowl-A-Thon is at Shore Lanes 4851 Dairy Rd, Melbourne, FL 32904) Be sure to keep track of how much money you receive from each donor and sponsor. It is recommended you make an envelope for each donation so you can keep the money organized. The event will last 3 hours. Be sure to keep track of your scores after each game by writing down the score at the bottom of the pledge sheet. At the end of the event, bowlers will need to turn in their highest score.
- 5.** Final scores will be entered onto the Bowl-A-Thon webpage. Once we input final scores, an email will be sent to those with outstanding pledges due.
- 6.** Collect donations. You will need to follow-up with all pledges to collect their donations. If possible, please do not mail cash, but write a check for all the cash donations collected (be sure to mark who has paid on the pledge sheets). Mail or drop off any donations to Marine Resources Council (3275 Dixie Hwy NE, Palm Bay, Florida 32905) along with Bowl-A-Thon pledge sheets, score tracking sheets, etc. Event management will send you a certificate for you to share with your participants.
- 7.** Say "Thank You" and Celebrate! Invite your friends over to your house for pizza or take time during group meetings to share the results of the Love Our Lagoon Bowl-A-Thon with the group! You can also send an email to your team to announce the total raised or even submit the information for recognition in your local newspapers. Be sure to celebrate the great work you all did together to support our lagoon.



Save the Indian River Lagoon with Us!

Who we are? The Marine Resources Council of East Florida, Inc. (MRC) is a 501(c) (3) nonprofit organization whose mission is to improve water quality and to protect and restore the fish and wildlife resources of the Indian River Lagoon, coastal waters, inshore reefs, and the watershed by advocating and using sound science, education, and the involvement of the public at large.

The idea for the Love Our Lagoon Bowl-A-Thon came from a group of friends who gathered at a bowling alley to have an evening of fun, but the fun soon turned into concern as the health of the lagoon came into question. A debate on the rapid decline of the water quality ensued. Recollections on the good old days of fun on the water are now somber as they are not attractive past times to some any longer. The problems of the lagoon amongst friends seemed to be a death from a thousand cuts. In-between gutter balls, pizza, strikes, high-fives, and fries the group discussed and identified major issues having negative impacts on the lagoon such as, storm water runoff pollution, leaking waste water pipes, septic tanks, reclaimed irrigation water, misinformation, lack of information, all the impervious surfaces, out of control development, it all seemed quite overwhelming. "What can we do about it" was the question. "We can bowl! That's what we can do. We can do a fundraiser to raise awareness and funds and give it to an organization that is really doing something about it." The group did some research and contacted the MRC to partner with, which was founded over 30 years ago by Florida Institute of Technology professors and has been vital in leading the efforts to save our lagoon ever since.

Why we do it. We believe the declining water quality of the Indian River Lagoon has a negative impact on individuals and the communities throughout the 156 miles of the estuary, yet there is joy and hope in serving and actively pursuing positive change for our coastal environment.

The lagoon is a 156-mile-long estuary where saltwater from the Atlantic Ocean mixes with freshwater from the land and tributaries. The lagoon basin contains many species including 685 fish species, 370 bird species, 2,100 plant species, and 2,200 animal species, and 53 threatened or endangered species. The lagoon serves as a vital spawning and nursery grounds for many fish and produces approximately 50 percent of annual fish harvested along the east coast of Florida. The overall, annual economic value of the lagoon was estimated at \$9.9 billion in 2016.

How it helps. OUR MOVEMENT TO SAVE THE INDIAN RIVER LAGOON NEEDS YOU to participate, donate, or learn more. Please visit [SaveTheIRL.org](https://www.savethelrl.org) to get involved today.

How you can help. Your generous donation will help MRC's Save the IRL movement continue to grow each year! Donate online at [SaveTheIRL.org](https://www.savethelrl.org).

How we do it. Groups and individuals register to participate online at [SaveTheIRL.org](https://www.savethelrl.org). They receive materials to promote their collection. They bowl. They collect pledges. They donate back the Marine Resources Council.

What we do. On the weeks leading up to the Love Our Lagoon Bowl-A-Thon, groups collect dollars and pledges and then they give 100% of their donation directly to the Marine Resources Council. Participating groups and individual bowlers report their totals to event management, so we can follow the collections as they add up and see the impact made by so many small acts of generosity. The more community involvement we have the louder our voice is for the well-being of our lagoon. Together we can bring our estuary of national significance back to health. Thank you for your support.



MRC Love Our Lagoon Bowl-A-Thon Frequently Asked Questions Information Sheet for Bowlers.

What is the Love Our Lagoon Bowl-A-Thon? The Bowl-A-Thon is an event to raise much-needed financial support for the Marine Resources Council's efforts to save our Indian River Lagoon. Participating bowlers collect donations/pledges prior to the event, gather to bowl and then follow-up with pledgers to collect donation. Bowlers will be set up to bowl for up to three hours as a group and will have lots of fun while supporting a great cause!

What do I need to do? • Tell your friends and family about your participation and ask for their support! • They can commit to a pledge on your pledge sheet, donate/pledge online or give you a check with a one-time donation to Marine Resources Council. • Bring any checks/cash you receive to the bowling event. Be sure to keep track of who gave you money so we can write them a nice thank you note!

How does the pledging work? • People will make a pledge per point/pin of your bowling game. For example, if someone pledges \$0.25 per pin/point and your highest bowling score is 80, they will owe \$20 to the Marine Resources Council. The pledge per point is set before you bowl and will apply to your best score of the night (we will be bowling up to three hours). • There is a minimum \$0.25 pledge per pin so if you are a really good bowler, that can add up quickly! If people are nervous about committing to an unknown donation amount (the better you bowl, the higher the donation), they can make a one-time donation to the Marine Resources Council (no minimum gift amount).

Are donations made to the Marine Resources Council through the Bowl-A-Thon tax-deductible? Yes! Be sure to keep track of the contact information (name, address, email, phone) of who supported you for the MRC to send them a thank you letter after the event (Every registered bowler will have a template).

What's the best way to go about asking people for support? • Send an email, make phone calls or send a letter to your friends and family. Consider asking your parents for the family Christmas card list (if applicable). • Post a request to your Facebook page-you know you have a lot of friends!! Include a link to the Bowl-A-Thon page on Marine Resources Council's website so people can just click and give! • Ask for support at school or in church. Pass around the pledge sheet during homeroom class or the break room at the office. You never know who will support the lagoon if you don't ask!

