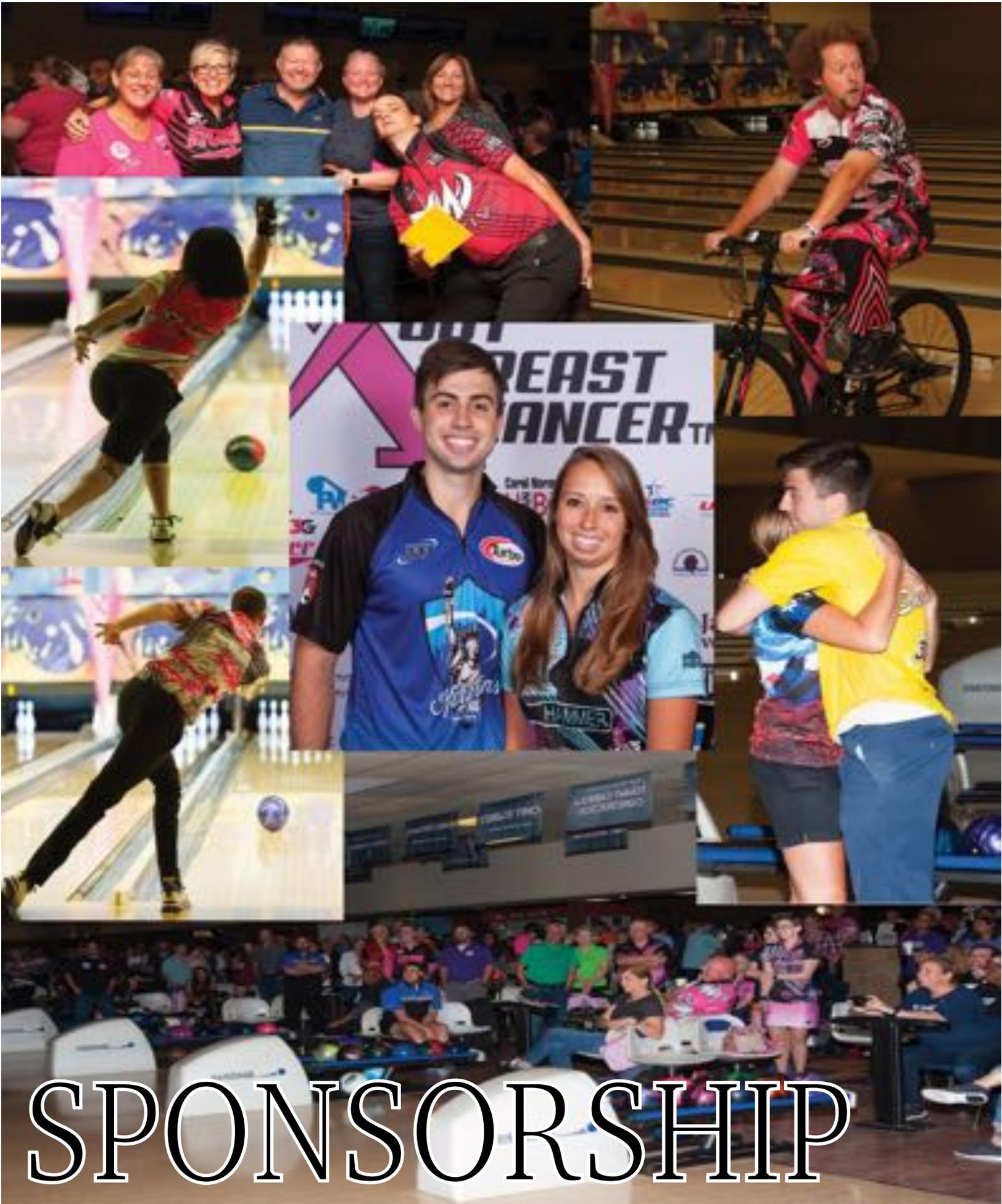


# STRIKING AGAINST BREAST CANCER 2021 A 501 (c)(3) CHARITY



# SPONSORSHIP

## THE EXPERIENCE

The Storm PWBA/PBA Striking Against Breast Cancer Mixed Doubles (SABC) tournament has attracted the attention of bowlers, spectators, volunteers and sponsors from around the globe for 21 years. This awe-inspiring event anchored and energized by raising money for the fight against breast cancer is duly recognized as one of the most prestigious mixed title bowling events in the world. Rich in history and fueled by passion, the SABC continues to break boundaries each year with combined support across the sport bowling and breast cancer research advocates alike.

Each year the SABC expands its reach and warmly welcomes bowlers and guests as they flock to Houston's Copperfield Bowl in late July. The participating professional and amateur athletes have noted across the board that the moment they walk into the center each year, it is as if they are walking through a portal that immediately transports them to a charged environment unlike any other. With PWBA, PBA and World Bowling stops stacked throughout the year, this is inarguably the most anticipated event of the year. Whether initially attracted by the tournament's prestige from a competitive vantage point, players boast that it is the bond they experience with the survivors and charity that fill their hearts and keep them coming back.

## THE HISTORY

Every legendary event that captures worldwide attention starts from an idea that grows into a vision. Luci Bonneau, a beloved and admired person in both the bowling industry and her local community, was the original spark that caught aflame molding what the SABC is today. In 1999, her struggle with breast cancer gained an unstoppable upper hand as she bowled her last PWBA tournament in Beaumont, TX. As she rested in her car between sets, her fighting spirit and contagious positive energy planted a seed with longtime friend Donna Conners. As with too many of the 200,000 women diagnosed with breast cancer each year, Bonneau did not survive. Her idea to put on a tournament to raise money for breast cancer research was carried on by Conners, the president and remarkable orchestrator of the SABC.

In 2000, Conners partnered with the LPBT to put on the first Luci Bonneau Memorial Striking Against Breast Cancer Mixed Doubles Tournament. Since then, the event has evolved into a well-respected event in the industry pulling in support from some of the biggest game changers in the sport. In 2018 with a record-number of participants at 158 teams of women and men, SABC became part of the World Bowling Tour, a premier international bowling series

## THE HISTORY (cont.)

sanctioned by World Bowling, the governing body for the sport of bowling. The event has also become a live stream broadcast by the PBA reaching an audience of over 500,000 people. The tournament continues to be fondly referred to as "The Luci" by participants and long-time supporters.

## THE IMPACT

The rippling effect of the SABC continues to reach far and wide to support the cause. At the first SABC in 2000, \$7,000 was raised for the cause and was collected throughout the event in coffee tins. The money raised was previously donated to the Stehlin Foundation, a research facility in Houston focused on looking for a cure to breast cancer. As the event quickly gained momentum year after year, coffee tins turned into buckets and credit card swipers with each year surpassing the prior in donations raised. Since then Donna has founded the X Out Breast Cancer Foundation.

To date, this completely volunteer-run event has generated and raised almost \$1,000,000. With an added economic impact to the Houston area each year, the SABC is committed to changing as many lives as possible. Ongoing sponsors like Storm Bowling Products, Roto Grip, Carol Norman's Pro Shop, H5G Brands, Kegel, and "a mystery man", as well as many other local supporters and donors from around the country, have contributed to the success of the event.



**WORLD  
BOWLING**

# 2021 STRIKING AGAINST BREAST CANCER

## Sponsor Opportunities and Benefits

Cost/Opportunity	Event Banner	T-Shirt Logo	Brochure Logo	Step and Repeat	Lane Banner	TV Coverage	Entries into Pro Am
\$500 Luncheon 2	*	*					
\$1,000 Paddock	*	*	*				
\$2,000 Bowling Appreciation	*	*	*	*			2
\$3,500 Sponsor a team for Beauties vs Beast Female or Male	*	*	*	*	*	* 1	2
\$5,000 Beauties vs Beast Both Genders	*	*	*	*	*	* 1	4
\$6,800 Pro Am Sponsor	*	*	*	*	*		8
\$10,000 Tournament Sponsor	*	*	*	*	*	*	16
<p>1 - Includes TV coverage during Beauties vs Beast competition</p> <p>2 - Multiple sponsorships accepted</p>							



Just a few of the many volunteers that coordinate the SABC event and some of our great sponsors posted

# BY THE NUMBERS

Years Held	21st Year
Date of Tournament	July 29 thru August 1st
Number of Pro Bowlers	160 Women, 160 Men
Pro Bowling Balls Used	>1950
Pro Am Bowling Participants	>500
Viewing Audience Reach	>5000
Television Audience Reach	>500,000
21st Year Donated Funds	<\$1,000,000

## PARTICIPANT AGES

Over 60	8%
51 - 60	12%
41 - 50	15%
31 - 40	23%
18 - 30	42%

**2018 Statistics**

## CONTACT INFORMATION

Website:  
[www.strikingagainstbreastcancer.org](http://www.strikingagainstbreastcancer.org)

Donna Conners directly at (281) 924-3085

or

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**OUT  
BREAST  
CANCER**