



September 2017

Dear Community Leader,

Christmas is a time for celebrating with family and friends, enjoying good food and special treats, and the joyous sounds of happy children exploring presents left beneath the tree. For some, it is a season of plenty. Every child dreams of a Christmas like this, but many, right in our own backyard, don't get to experience the incredible blessings that most of us take for granted.

The Rock Church is hosting the 21<sup>st</sup> Annual *Toys for Joy* Christmas Event. This event serves underprivileged families in San Diego by providing free food, toys, groceries and clothing. The outreach has grown to be the largest Christmas giveaway event of its kind in San Diego. Toys for Joy reaches children and families in need in North County, East County, South County and Central San Diego.

### EVENT DETAILS

**DATE:** Saturday, December 9 **TIME:** 9 AM – 2 PM

**4 LOCATIONS:** Abraham Lincoln High School, 4777 Imperial Avenue, San Diego, CA 92113 (Central)  
El Cajon Valley High School, 1035 E. Madison Avenue, El Cajon, CA 92021 (East)  
Vista High School, 1 Panther Way, Vista, CA 92084 (North)  
Southwest High School, 1685 Hollister Street, San Diego, CA 92154 (South)

### EXPERIENCE:

- 🎁 Free toy for each child ages 0-11
- 🎁 2 free bags of groceries for each family
- 🎁 Free lunch for all guests
- 🎁 Free clothing (Central location only)
- 🎁 Free kids fun zone
- 🎁 Free entertainment and giveaways throughout the day

### HOW YOU CAN HELP:

- 🎁 Provide a **Cash Donation**
- 🎁 Provide an **In-kind Donation** of equipment, supplies, services, or skills
- 🎁 Host a **Toy Drive** through your organization or business

Will you join other community minded supporters in helping us touch the life of a young child this year? With the generosity of businesses and organizations such as yours, the impact can be far reaching. **We expect close to 25,000 children and parents this year. The need is great and every gift helps. All donations are tax deductible and directly benefit the children and their families.**

If you have questions, please contact Michele Kassa or visit our website at [toys-for-joy.org](http://toys-for-joy.org). Thank you in advance for supporting our community and impacting a child's life!

Sincerely,

Michele Kassa  
Toys for Joy, Event Director  
[michele.kassa@toys-for-joy.org](mailto:michele.kassa@toys-for-joy.org) | 619.764.5238



## 21<sup>st</sup> Annual Toys for Joy Event Sponsorship Form

To ensure proper acknowledgement, please respond by October 30.

### SPONSORSHIP OPPORTUNITIES & BENEFITS

Both monetary and in-kind donations (services provided, equipment, supplies, products, skills, toys donated to your Toy Drive) will fulfill the below sponsorship levels. If providing an in-kind donation, an estimated total cost of the provided items or services is required so the appropriate level is designated.

SPONSOR BENEFITS		Platinum (\$10,000 & up)	Gold (\$5,000-\$9,999)	Bronze (\$500-\$4,999)
	Acknowledgement in Press Releases & Radio; Potential TV	✓		
	Your Logo on First Page of Toys for Joy Website	✓		
	VIP Tour WITH Professional Athlete (Based on Availability)	✓		
	Recognition on Partner Signage at Event	✓	✓	
	Volunteers Positions in Toy Room	✓	2	
	Your Logo on Sponsor Page of Toys for Joy Website	✓	✓	
	Your Website linked from Toys for Joy Website	✓	✓	✓
	Social Media Mention (Sign Up Before Nov 1)	4-5	2-3	1
	Social Media Mention (Sign Up After Nov 1)	2	1	0
	VIP tour (Lunch, Event Tour & Toy Room Experience)	✓	✓	✓
	Recognition in Thank You Video and Recap (Sent to ~25,000)	✓	✓	✓



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### CASH DONATION OPTIONS

Below are some suggested sponsorship price points along with some specific needs you can underwrite. This list is not all-inclusive. Please refer to the SPONSORSHIP OPPORTUNITIES AND BENEFITS sheet for details about the recognition your organization will receive based on the three levels of sponsorship. Every level of sponsorships truly makes a difference! For detailed information, please contact Michele Kassa at 619.764.5238 or [michele.kassa@toys-for-joy.org](mailto:michele.kassa@toys-for-joy.org).

- \$25,000
- \$10,000
- \$2,500
- \$1,000
- \$500

### USE MY SPONSORSHIP TO UNDERWRITE A SPECIFIC NEED:

- 25,000 Toys Given Away**  
Sponsor a Wholesale Pallet of 180 Toys: \$1,000  
Number of Pallets: \_\_\_\_\_ Amount: \$ \_\_\_\_\_
- 12,000 Bags of Groceries Given Away**  
\$500 buys 300 bags of groceries Amount: \$ \_\_\_\_\_
- 25,000 Free Lunches Served**  
\$100 provides 75 lunches Amount: \$ \_\_\_\_\_
- 312,500 Articles of Clothing Given Away**  
Total cost \$5,000 Amount: \$ \_\_\_\_\_

### USE MY SPONSORSHIP AS NEEDED:

Any level of sponsorship helps those in need! Amount: \$ \_\_\_\_\_

Business/Organization \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Email address \_\_\_\_\_

### PAYMENT OPTIONS:

Check enclosed (make check payable to: *Rock Church-Toys for Joy*)

Charge the following amount to my credit card: \$ \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

**All donations must be received prior to the event date**

**Mail to: Rock Church/Toys for Joy, 2277 Rosecrans Street, San Diego, CA 92106**

**OR scan and email to: [michele.kassa@toys-for-joy.org](mailto:michele.kassa@toys-for-joy.org)**



It's More Than a Toy.

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### IN-KIND DONATION OPTIONS

Below is a generalized list of needs for the event. This list is not all-inclusive. Every type of in-kind donation will be accepted and makes a difference!

Please refer to the SPONSORSHIP OPPORTUNITIES AND BENEFITS sheet for details about the recognition your organization will receive based on the three levels of sponsorship. For detailed information, please contact Michele Kassa at 619.764.5238 or [michele.kassa@toys-for-joy.org](mailto:michele.kassa@toys-for-joy.org).

#### TOYS

- 🎁 Donation of toys for children ages 0-11 totaling \$500+

#### CHILDREN AND TEEN ZONES SPONSORSHIPS

- 🎁 Activity booth (available within the fun zone)
- 🎁 Family stage set and decorations
- 🎁 Inflatable play structures

#### FOOD AND GROCERIES SPONSORSHIPS

- 🎁 Lunch food item (28,800 hot dogs, buns, water, chips)
- 🎁 Volunteer food (3,500 snacks)
- 🎁 Bags of groceries (12,500 needed)

#### EQUIPMENT AND SERVICE SPONSORSHIPS

- 🎁 Stage and sound equipment for both the children and teen zones
- 🎁 Lighting
- 🎁 Generators
- 🎁 Port-a-potties
- 🎁 Transportation (buses)
- 🎁 Barbeques for lunch service

#### FREE GIVEAWAY ITEMS

- 🎁 Sponsorship of items to be raffled, including sports memorabilia, music CD's, game stations (Wii, PlayStation, etc.), Zoo/Sea World tickets, sports events

In-Kind Donation \_\_\_\_\_

Business/Organization \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Email address \_\_\_\_\_

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