



September 2017

Dear Community Leader,

Christmas is a time for celebrating with family and friends, enjoying good food, special treats, and anticipating 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 back yard, will not know the incredible blessings that most of us take for granted.

The Rock Church is hosting the 21st Annual *Toys for Joy* Christmas Event. Each year this event reaches out to underprivileged families in San Diego, providing free food, toys, groceries and clothing. Over the past 21 years, the outreach has grown to be the largest Christmas giveaway event of it's kind in San Diego. Toys for Joy serves 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)
San Marcos High School, 1615 W San Marcos Blvd, San Marcos, CA 92078 (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 (see sponsorship levels attached)
- 🎁 Provide an in-kind donation of equipment, supplies, services, or skills (see donation needs attached)
- 🎁 Sponsor a promotional item with your company's name (see in-kind donation needs attached)

Will you join our 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. All donations are tax deductible and directly benefit the children and their families.**

A team member will contact you soon to discuss this opportunity to partner together. In the meantime, if you have questions, please contact Michele Kassa or visit our website at 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
858.344.9298



21st Annual Toys for Joy Event Sponsorship Form

To ensure proper acknowledgement, please respond by October 30.

SPONSORSHIP OPPORTUNITIES

Both monetary and in-kind donations (services provided, equipment, supplies, products, skills) 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)	✓	✓	✓

MONETARY PAYMENT OPTIONS (All donations must be received prior to the event date)

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

Bill my credit card:

Visa MasterCard American Express

Card # _____ Exp. Date _____

Signature _____ Security Code _____

Mail or fax to: Toys for Joy Event, 2277 Rosecrans Street, San Diego, CA 92106

Phone 619.764.5238 • Fax 619.223.3863 • toys-for-joy.org



21st Annual Toys for Joy Event Sponsorship Form

To assure proper acknowledgement, please respond by October 30.

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! For detailed information, please contact Michele Kassa at 619.764.5238 or 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

Business/Organization _____ Contact _____

Address _____ City _____ State _____ Zip _____

Phone # _____ Email address _____

In-Kind Donation _____

Comments _____

Mail or fax to: Toys for Joy Event, 2277 Rosecrans Street, San Diego, CA 92106
Phone 619.764.5238 Fax 619.223.3863 toys-for-joy.org

Thank you for bringing joy into the lives of area children!