



It's More Than a Toy.

2019
SPONSORSHIP
PACKET



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. But many in our own community don't get to experience the incredible blessings that most of us take for granted.

This year, you can touch the lives of these families by partnering with the Rock Church for the 23rd Annual *Toys for Joy* Christmas Event. This event serves struggling families throughout San Diego County by providing free food, groceries, clothing, fun, entertainment...and of course, toys! We expect to serve close to 21,000 children and their parents this year.

EVENT DETAILS

Saturday, December 14

9 AM – 2 PM

4 LOCATIONS:

- 🎁 **Abraham Lincoln High School**, 4777 Imperial Avenue, San Diego, CA 92113 (Central)
- 🎁 **Cajon Valley Middle School**, 550 E Park Ave, El Cajon, CA 92020 (East)
- 🎁 **Guajome Park Academy**, 2000 N Santa Fe Avenue, Vista, CA 92084 (North)
- 🎁 **Castle Park High School**, 1395 Hilltop Drive, Chula Vista, CA (South)

EXPERIENCE:

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

HOW YOU CAN HELP:

- 🎁 Provide a **Cash Donation**
- 🎁 Provide an **In-kind Donation** of equipment, supplies, skills or giveaways
- 🎁 Host a **Toy Drive** or **Fundraising Event** 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. **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. Thank you in advance for partnering with us to impact thousands of families!

Sincerely,

Michele Kassa

Toys for Joy, Event Director

michele.kassa@toys-for-joy.org | 858.344.9298

23rd Annual Toys for Joy Event Sponsorship

To ensure proper acknowledgement, please respond by **November 2nd**.

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 & 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 858.344.9298 or michele.kassa@toys-for-joy.org.

\$25,000 \$10,000 \$5,000 \$2,500 \$1,000

USE MY SPONSORSHIP TO UNDERWRITE A SPECIFIC NEED

- 21,000 Toys Given Away**
Sponsor a Wholesale Pallet of 200 Toys: \$1,000
Number of Pallets: _____ Amount: \$ _____
- 7,000 Bags of Groceries Given Away**
\$500 buys more than 200 bags of groceries Amount: \$ _____
- 21,000 Free Lunches Served**
\$100 provides 75 lunches Amount: \$ _____
- 312,500 Articles of Clothing Given Away**
Total cost \$6,500 Amount: \$ _____
- Other Expenses**
See list on In-Kind Donation Sheet 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



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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 & 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 858.344.9298 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 (21,000 hot dogs, buns, water, chips)
- 🎁 Volunteer food (3,500 snacks and meals)
- 🎁 Bags of groceries (7,000)

EQUIPMENT AND SERVICE SPONSORSHIPS

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

FREE GIVEAWAY ITEMS

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

In-Kind Donation _____

Business/Organization _____ Contact _____

Address _____ City _____ State _____ Zip _____

Phone # _____ Email address _____

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



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SPONSORSHIP OPPORTUNITIES & BENEFITS

Both monetary and in-kind donations (services, equipment, supplies, products, skills, toys donated to your own Toy Drive) will fulfill the below sponsorship levels. If providing an in-kind donation, please indicate the estimated fair market value of the provided items or services so the appropriate sponsorship level can be assigned.

 BRONZE \$500 - \$4,999*	 GOLD \$5000 - \$9,999*	 PLATINUM \$10,000 & Up*
<ul style="list-style-type: none"> ✓ Logo and link on the Toys for Joy website ✓ 1 social media mention ✓ VIP Tour Experience at the Event ✓ Recognition in our Thank You email to all volunteers and partners ✗ An additional 1-2 social media mentions ✗ Company listed on the Partner signage at the event ✗ 2 volunteer opportunities in the Toy Room ✗ An additional 2 social media mentions for a total of 4-5 ✗ Acknowledgement in Press Releases, Radio and possible TV spots 	<ul style="list-style-type: none"> ✓ Logo and link on the Toys for Joy website ✓ 1 social media mention ✓ VIP Tour Experience at the Event ✓ Recognition in our Thank You email to all volunteers and partners ✓ An additional 1-2 social media mentions ✓ Company listed on the Partner signage at the event ✓ 2 volunteer opportunities in the Toy Room ✗ An additional 2 social media mentions for a total of 4-5 ✗ Acknowledgement in Press Releases, Radio and possible TV spots 	<ul style="list-style-type: none"> ✓ Logo and link on the Toys for Joy website ✓ 1 social media mention ✓ VIP Tour Experience at the Event ✓ Recognition in our Thank You email to all volunteers and partners ✓ An additional 1-2 social media mentions ✓ Company listed on the Partner signage at the event ✓ 2 volunteer opportunities in the Toy Room ✓ An additional 2 social media mentions for a total of 4-5 ✓ Acknowledgement in Press Releases, Radio and possible TV spots

