

Need knows no season!



Christmas in July



Mission: Our mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

Serving Grand Traverse and Leelanau County since 1894.

Dear friends,

The Christmas spirit typically brings to mind white glistening snow, sparkling lights and joy in our hearts. However, the celebration of miracles, hope, family and community happens every day in our community, not just during the Christmas season.

Need knows no season! That is why we are inviting you to join us in showing your support during our third annual Christmas in July Red Kettle Campaign, July 20 & 21. Our goal is to raise \$10,000! 100% of donations collected support The Salvation Army Traverse City programs and services and provide the priceless gift of hope.

The Salvation Army is dedicated to helping our neighbors in their time of need, not just at Christmas but all year round. With the help of families, businesses and organizations like yours, we can feed hungry hearts and souls, assist with utilities, help individuals and families stay in their homes, provide area children and youth the opportunity to attend camp and explore God's creation, help families break the cycle of poverty one step at a time through the Pathway of Hope program and meet critical and emergency needs of our neighbors during their time of need. (Want to learn more about local services - visit www.satraversecity.org)

This year, we are planning to involve more local businesses as Kettle Sponsors, than ever before. Why the focus on sponsors? Because it really helps maximize the dollars and coins that are placed in the red kettles. We also believe that by partnering as a sponsor, your organization will be known as one that cares about the community and understands help, hope, and fellowship is critical to showing struggling individuals and families that they are not alone.

Included in this letter is a Christmas in July Red Kettle Sponsorship Registration Form. If you would like join The Salvation Army in Doing the Most Good for the Most People in the Most Need in our community and sponsor a Christmas in July Red kettle this year, please look it over. We also invite you to take advantage of the wonderful team building opportunity of bell ringing. If you have questions, feel free to call me and ask.

The best thing about being a Christmas in July Red Kettle Sponsor is that it is an easy way to make sure that your marketing/donation funds are being used by a local organization, for local programs, to help local families—all funds raised locally stay local!

We at The Salvation Army appreciate your support and look forward to working with you to provide more help, hope and compassion to our community members.

Blessings,

Ruth Blick,
Director of Community Resource Development
Phone: 231.946.4644 ext.. 314 Cell: 231.649.2752
Email: ruth_blick@usc.salvationarmy.org

The Salvation Army Traverse City Corps
Address: 1239 Barlow St. Traverse City 49686 Mailing Address: PO Box 5228 Traverse City MI 49696
Phone: 231.946.4644 Website: satraversecity.org

2018 Christmas in July Red Kettle Site Sponsorship Form

Need knows no season!



Thank you for choosing to support our communities by sponsoring a Christmas in July Red Kettle Site. We are thankful for the opportunity to partner with you! Your sponsorship will help us maximize our efforts to raise critical funds for The Salvation Army's programs and services provided by the Traverse City Corps.

Please complete the form below and return to Ruth Blick, director of community resource development via the contact info located on the bottom of this document. Once you have completed the information form, please see back for details on how your sponsorship will work. Thanks again for joining the Fight for Good!

Contact Info:

Name of Business/Organization: _____

Name of Primary Contact: _____ Phone Number: _____

Business/Org. Address: _____ City: _____ Zip: _____

Mailing Address (If different): _____ City: _____ Zip: _____

Sponsorship Opportunities

Matching Red Kettle Sponsor: At what level would you like to sponsor a kettle site? (Check one)

100% Match of Kettle Total Up to \$500 Match Up to \$400 Match Up to \$300 Match Up to \$250 Match

Yes, we would like to match 1 or more Red Kettle locations? # _____

We would like to match on 1 or more dates? (July 20 & 21) # _____

Do you have a preferred site(s) that you would like to sponsor? Yes No

If Yes...Where? _____

List of Kettle Sites:

Espresso Bay (downtown), Family Fare (8th St.), Horizon Books, Oleson's Food Store (Long Lake), Oleson's Food Store (Hammond), Tom's Food Market (East Bay), Tom's Food Market (West Bay)

Red Kettle Campaign Sponsor: Campaign sponsors will be prominently included in all Red Kettle marketing.

\$500 Silver Kettle Supporter \$1000 Gold Kettle Supporter

The Salvation Army Traverse City Corps
Address: 1239 Barlow St. Traverse City 49686 Mailing Address: PO Box 5228 Traverse City MI 49696
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Sponsorship Details:

Sponsoring a Christmas in July Red Kettle location for the day or more is a great way for local businesses and organizations to help The Salvation Army’s mission. Your sponsorship will help maximize the generous community donations and maximize services provided. We believe the partnership between you and The Salvation Army will benefit both our community through the funds that are raised, and your business/organization through your show of support for those in need.

Below are expectations for both sides, when it comes to sponsoring a kettle site.

What you can expect from The Salvation Army:

- Ruth Blick will contact you to go over your sponsorship details (date/location of your sponsorship, answer any questions you may have, etc...).
- Mention of your organization and sponsorship on social media and Salvation Army web page during the Christmas in July campaign. (The higher your match amount the larger the mention.)
- We will post a sign on the kettle you are sponsoring showing your logo and how much you are sponsoring the kettle for that day. (Seen by everyone who walks by the kettle!)
- A letter stating how much you agreed to sponsor along with the amount that was actually raised in the kettle. This will act as an ‘invoice’ that will allow you to list your sponsorship as a ‘donation’ for tax purposes.

What we expect from Sponsors:

- Completion and return of this form before June 29, 2018.
- We need your logo! Email your current logo to Ruth_Blick@usc.salvationarmy.org.
- You are free to sign up to ring and host the Red Kettle during the day that you choose to sponsor your kettle! This is not required...just a wonderful opportunity to encourage team building . (Contact Ruth to register to ring!)
- Upon receiving your letter stating the amount your kettle raised and how much you agreed to match, we ask that your sponsorship donation be sent to The Salvation Army (PO Box 5228, Traverse City, MI 49686) (If you choose to increase the amount of your match after receiving your letter...that is totally ok! However, it is not necessary.)

I agree to accept the above expectations of the partnership between myself/my organization and The Salvation Army as a Christmas in July Red Kettle sponsor. I agree to honor the amount that I have chosen to match for the kettle I am sponsoring. I agree to provide my sponsorship donation to The Salvation Army no later than August 20th, 2018.

Sponsor Signature: _____ Date: _____

Christmas in July Coordinator Signature: _____ Date: _____

Thank you again for choosing to support the Christmas in July Red Kettle Campaign! We are looking forward to partnering with you this year and in years to come.