

LIGHT



-THE-

Way

A KICKOFF CELEBRATION OF
THE SEASON OF HOPE



ABOUT THE SALVATION ARMY OF GREATER CHARLOTTE

The Salvation Army of Greater Charlotte's mission is to meet human needs by offering hope, promoting dignity, and providing opportunity—all in the name of Christ. Our vision is to be a catalyst for social, economic and spiritual growth in our community.

Key programs include homelessness services (Center of Hope shelter and housing programs), youth development (Red Shield Youth Centers), adult rehabilitation, disaster relief and Christmas assistance (Angel Tree and Silver Bells).



ABOUT OUR IMPACT



29,158 individuals served



337 families served through our housing programs



201,221 nights of lodging provided



551,396 meals and snacks provided



771 students provided with enriching out-of-school programs at 6 local Red Shield Youth Centers



41,486 gifts distributed last Christmas, serving more than 3,000 families and seniors



ABOUT THE EVENT

Date: November 12

Time: 8:30 a.m.

Location: The Revelry at
Camp North End



“Light the Way” is The Salvation Army of Greater Charlotte’s new signature annual event – an inspirational breakfast celebrating the beginning of the holiday season and showcasing the many meaningful ways our community comes together to provide hopeful tomorrows for people in need.



ABOUT OUR AUDIENCE



Our supporters are family oriented.



40% of our donors have a net worth over \$1 million; 77% of our donors have given recently (in the past 2 years).



Our supporters value education.



Our donors and volunteers are high-capacity, educated, community-minded and generous. They are responsive to local needs and eager to support like-minded businesses in the community.



Our supporters range from experienced, long-time leaders from Charlotte's corporate and faith community to young professionals poised to lead tomorrow.



ABOUT OUR REACH



5,000+ unique visitors per month on SalvationArmyCharlotte.org
– more than 14,000 each December



14,000+ engaged followers on active social media channels
including Facebook, Instagram, TikTok and LinkedIn



15,000+ active donors and volunteers receiving regular
email communications



SPONSORSHIPS & ACTIVATION OPPORTUNITIES

All sponsorship packages are customized and designed to meet your strategic marketing goals and priorities. All packages include logo placement, digital promotion and tickets to the event. Sample sponsorship levels include:

Presenting Sponsor (one available) - \$25,000

Platinum (two available) - \$10,000

Gold - \$7,500

Silver - \$5,000

Bronze - \$3,000



TABLES & TICKETS

For those interested in attending the event, we have options for individuals and groups.

Table of 8 - \$750

Half-Table of 4 - \$375

Individual Ticket - \$100

For those interested in making a donation, but are unable to attend the event, consider becoming an Ambassador of Hope sponsor with a \$500 donation.

CONNECT WITH US & HELP US...



Contact:

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