



# DOING THE MOST GOOD<sup>®</sup>

## 2018 SPONSORSHIP BOOK

While women weep, as they do now, I'll fight. While little children go hungry, as they do now, I'll fight. While men go to prison, in and out, in and out, as they do now, I'll fight. While there is a drunkard left, While there is a poor lost girl upon the streets.,While there remains one dark soul without the light of God, I'll fight—I'll fight to the very end!

—General William Booth



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# COMMUNITY PARTNER

## PRESENTING SPONSOR – \$5,000

- LOGO PROMINENTLY DISPLAYED ON ALL SIGNAGE AT COMMUNITY WORSHIP SERVICE EVENTS
- FEATURED IN EVENT PRESS MATERIALS
- PROMINENT WEB PRESENCE ON ALL JACKSON SALVATION ARMY SITES
- EXTENDED RIGHTS TO RETAIN PRESENTING SPONSORSHIP ON A ONE-YEAR CONTINUUM
- COMPANY-WIDE VOLUNTEER OPPORTUNITIES

## SUPPORTING SPONSOR – \$2,500

- LOGO PROMINENTLY DISPLAYED AT A COMMUNITY WORSHIP SERVICE EVENT OF CHOICE
- FEATURED IN EVENT PRESS MATERIALS
- RECOGNITION AT EVENT OF CHOICE



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# THE SOUPER BOWL

SUPER BOWL SUNDAY – 11:00AM - 1:00PM – MS AG MUSEUM

## PRESENTING SPONSOR – \$5,000

- TABLE SPONSOR OF FOUR TABLES
- EMPLOYEE ENGAGEMENT OPPORTUNITY / TABLE HOST (4) TABLES
- PRESENTING SPONSOR SIGNAGE
- LOGO FEATURED IN EVENT PROGRAM
- COMPANY NAME/LOGO FEATURED IN ALL PRINT MATERIALS
- FEATURED ON EVENT INVITATION
- FEATURED ON ALL PRESS MATERIALS
- OPPORTUNITY TO OFFER PROMOTIONAL ITEMS IN GIFT BAGS
- FOUR TICKETS TO EVENT

## TABLE SPONSOR – \$2,500

- TABLE SPONSOR OF FOUR TABLES
- EMPLOYEE ENGAGEMENT OPPORTUNITY / TABLE HOST (4) TABLES
- SPONSOR SIGNAGE AT THE EVENT
- COMPANY NAME IN EVENT PROGRAM
- COMPANY NAME IN ALL PRINT MATERIALS
- COMPANY NAME ON EVENT INVITATION
- TWO TICKETS TO EVENT

## SOUP LINE SPONSOR – \$1,000

- SPONSOR SIGNAGE AT THE EVENT
- COMPANY NAME IN EVENT PROGRAM
- COMPANY NAME IN ALL PRINT MATERIALS
- TWO TICKETS TO EVENT



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# DOING THE MOST GOOD LUNCHEON

APRIL 19 – 11:00AM - 1:00PM – THE RAILROAD DISTRICT

## DOING THE MOST GOOD SPONSOR – \$1,500

- ONE RESERVED VIP TABLE FOR 8
- LOGO PROMINENTLY DISPLAYED ON ALL PRINTED PROMOTIONAL MATERIAL
- FEATURED IN PRESS MATERIAL
- PROMINENT WEB PRESENCE ON THE SALVATION ARMY JACKSON SITE
- FULL PAGE AD IN EVENT PROGRAM

## BE THE CHANGE SPONSOR – \$1,000

- ONE RESERVED TABLE FOR 8
- WEB PRESENCE ON THE SALVATION ARMY JACKSON SITE
- HALF PAGE AD IN EVENT PROGRAM

## EVENT SPEAKER

DAMIEN HORNE HAS A WAY OF MAKING EVERYONE AROUND HIM FEEL SPECIAL BECAUSE HE SINCERELY BELIEVES THAT THEY ARE. IF YOU WERE TO ASK DAMIEN WHAT HIS PURPOSE IN LIFE IS, HE'D PROBABLY TELL YOU THAT IT'S TO MAKE OTHERS BELIEVE THAT THEY CAN FULFILL THEIR OWN PURPOSE IN THIS WORLD. WHETHER IT'S THROUGH HIS SONGS, HIS PUBLIC SPEAKING PLATFORM OR SIMPLY VIA A ONE-ON-ONE CONVERSATION, YOU'LL WALK AWAY FROM DAMIEN TRULY BELIEVING THAT ANYTHING IS POSSIBLE!

ALTHOUGH HE WAS HOMELESS IN TWO DIFFERENT CITIES (LA AND NASHVILLE), HIS LOVE FOR GOD AND SERVING OTHERS HAS HELPED HIM TO OVERCOME COUNTLESS CHALLENGES. AS A RESULT, DAMIEN HAS SHARED THE STAGE WITH THE LIKES OF EVERYONE FROM FAITH HILL AND BIG & RICH TO ROBERT RANDOLPH AND JOHN LEGEND. HE'S LANDED PUBLISHING DEALS WITH BIG LOVE AND WARNER CHAPEL. HE'S ALSO BEEN FEATURED IN PEOPLE, HUFFINGTON POST AND BLACK ENTERPRISE—JUST TO NAME A FEW.

TRAVELING THE WORLD TO SPREAD LOVE AND LIGHT TO OTHERS IS A DAILY PRACTICE FOR DAMIEN. CURRENTLY, IT'S BY SHARING HIS ONE-MAN SHOW #RISEANDSHINE. KNOW THAT IF YOU GET A CHANCE TO MEET HIM, IT WILL MOST CERTAINLY BE MOMENTS THAT HE WILL TREASURE. FROM ONE BEACON OF LIGHT TO ANOTHER, IT WILL BE TIME WELL SPENT.



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# LABOR OF LOVE – 10K & 5K

## SEPTEMBER 3 – HIGHLAND COLONY PARKWAY

### PRESENTING SPONSOR – \$5,000

- PRIORITY PLACEMENT ON PRINT ADVERTISING
- RECOGNITION ON SOCIAL MEDIA (10) AND ALL MEDIA PROMOS
- SPONSOR NAME ON PROMOTIONAL MATERIALS
- SPONSOR LOGO ON RACE T-SHIRT (*PRIORITY PLACEMENT*) AND RACE BANNER
- SPONSOR LOGO ON RACE WEBSITE (*WITH LINK TO COMPANY SITE*)
- SPONSOR LOGO ON THE SALVATION ARMY WEBSITE (*LABOR OF LOVE PARTNERS*)
- ACKNOWLEDGEMENT AT EVENT
- OPPORTUNITY TO SPONSOR PACKET PICK UP (*DAY BEFORE RACE AT FLEET FEET*)
- OPPORTUNITY TO SPONSOR AWARDS (*DAY OF EVENT*) PRESENTED BY YOUR COMPANY
- PROMO ITEMS IN RUNNER SWAG BAG
- TEN (10) COMPLIMENTARY RACE ENTRIES

### PLATINUM SPONSOR – \$2,500

- RECOGNITION ON SOCIAL MEDIA (7) AND MEDIA PROMOS (3)
- SPONSOR LOGO ON RACE T-SHIRT AND BANNER
- SPONSOR LOGO ON RACE WEBSITE (*WITH LINK TO COMPANY SITE*)
- SPONSOR LOGO ON THE SALVATION ARMY WEBSITE (*LABOR OF LOVE PARTNERS*)
- ACKNOWLEDGEMENT AT EVENT
- OPPORTUNITY TO SPONSOR DRINK TENT (*WITH YOUR COMPANY EMPLOYEES*)
- PROMO ITEMS IN RUNNER SWAG BAG
- SEVEN (7) COMPLIMENTARY RACE ENTRIES

### GOLD SPONSOR – \$1,000

- RECOGNITION ON SOCIAL MEDIA (5) AND MEDIA PROMOS (1)
- SPONSOR NAME ON RACE T-SHIRT
- SPONSOR NAME ON RACE WEBSITE
- SPONSOR LOGO ON THE SALVATION ARMY WEBSITE (*LABOR OF LOVE PARTNERS*)
- ACKNOWLEDGEMENT AT EVENT
- SPONSOR NAME ON RACE BANNER
- PROMO ITEMS IN RUNNER SWAG BAG
- FIVE (5) COMPLIMENTARY RACE ENTRIES

### SILVER SPONSOR – \$500

- RECOGNITION ON SOCIAL MEDIA (1)
- SPONSOR NAME ON RACE T-SHIRT
- SPONSOR NAME ON RACE WEBSITE
- SPONSOR LOGO ON THE SALVATION ARMY WEBSITE (*LABOR OF LOVE PARTNERS*)
- ACKNOWLEDGEMENT AT EVENT
- SPONSOR NAME ON RACE BANNER
- TWO (2) COMPLIMENTARY RACE ENTRIES

### BRONZE SPONSOR – \$250

- RECOGNITION ON SOCIAL MEDIA (1)
- SPONSOR NAME ON RACE WEBSITE
- SPONSOR LOGO ON THE SALVATION ARMY WEBSITE (*LABOR OF LOVE PARTNERS*)
- SPONSOR NAME ON RACE BANNER



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## BE A SIGN SPONSORSHIPS NOVEMBER – DECEMBER (SIX WEEK CAMPAIGN)

FULL SEASON SPONSOR – \$3,000  
HALF SEASON SPONSOR – \$1,500  
ONE WEEK SPONSOR – \$750

WEEKEND SPONSOR – \$500  
DAY SPONSOR – \$250

COMPANY NAME & LOGO WILL BE PLACED ON A RED KETTLE SIGN AT YOUR LOCATION OF CHOICE.  
VOLUNTEER OPPORTUNITIES FOR YOUR EMPLOYEES TO RING THE BELL AT YOUR SELECTED LOCATION.

## TOY SHOP SPONSORSHIPS

### PRESENTING SPONSOR – \$15,000

- PRESENTING SPONSOR BANNER AT TOY SHOP DISTRIBUTION CENTER
- LOGO PROMINENTLY DISPLAYED ON ALL MARKETING MATERIALS
- CHOICE VOLUNTEER OPPORTUNITIES FOR EMPLOYEES AT TOY SHOP DISTRIBUTION CENTER
- FEATURED IN ALL EVENT PRESS MATERIALS
- PROMINENT WEB PRESENCE ON ALL JACKSON SALVATION ARMY SITES
- "BE A SIGN" SPONSOR DURING CHRISTMAS SEASON AT LOCATION OF CHOICE

### PLATINUM SPONSOR – \$10,000

- LOGO ON TOY SHOP BANNER
- LOGO PROMINENTLY DISPLAYED ON ALL MARKETING MATERIALS
- VOLUNTEER OPPORTUNITIES FOR EMPLOYEES AT TOY SHOP DISTRIBUTION CENTER
- FEATURED IN THREE EVENT PRESS MATERIALS
- WEB PRESENCE ON ALL JACKSON SALVATION ARMY SITES
- "BE A SIGN" SPONSOR DURING CHRISTMAS SEASON AT LOCATION OF CHOICE

### GOLD SPONSOR – \$5,000

- LOGO ON TOY SHOP BANNER AND ALL MARKETING MATERIALS
- VOLUNTEER OPPORTUNITIES FOR EMPLOYEES AT TOY SHOP DISTRIBUTION CENTER
- FEATURED IN TWO EVENT PRESS MATERIALS
- "BE A SIGN" SPONSOR DURING CHRISTMAS SEASON AT LOCATION OF CHOICE



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## 2018/2019 SALVATION ARMY COMMITMENT FORM

PRINT YOUR NAME AND/OR COMPANY NAME EXACTLY AS IT SHOULD APPEAR ON ALL PRINT MATERIAL.

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ ALTERNATE \_\_\_\_\_

PLEASE RESERVE THE FOLLOWING:

EVENT \_\_\_\_\_

LEVEL OF SUPPORT \_\_\_\_\_

PLEASE MAKE ALL CHECKS PAYABLE TO THE SALVATION ARMY OR SELECT ONE OF THE FOLLOWING

CREDIT CARD \_\_\_\_\_ SEND INVOICE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_



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