

SALINE AREA SOCIAL SERVICE

2021 CORPORATE SPONSORSHIPS

Saline Area Social Service (SASS) is a private, tax-exempt non-profit organization that has been serving the most vulnerable students, families and senior citizens living in and around the Saline area for 60 years. With over 2,700 Saline residents currently living in poverty, it is SASS's mission to provide food and emergency aid, directly and through referrals to those in need living in the Saline area.



WE'RE TURNING 60!

This year, SASS is celebrating our 60th anniversary of serving the Saline community! In 1961, Marian Hering started SASS to provide Thanksgiving and Christmas baskets to those in need. As Saline grew, so did SASS. In just the last year alone, we were able to provide over \$300,000 in food and paper product donations to the families we serve. We also help connect our clients with a variety of other resources beyond our agency. Whether our clients' needs are financial, physical, emotional or require information, we're here to help.

HOW YOU CAN HELP

This year in 2021, our financial goal of \$504,000 will help us continue our programming and meet the increased need caused by the pandemic, and so far, we've currently met 40% of our goal. SASS does not receive government assistance and relies 100% from our community for funding of our programs and operations. An annual sponsorship will help us to reach our goal and continue to serve our community.

SPONSORSHIP DETAILS

Our sponsorship program offers a package of opportunities to showcase your brand to SASS supporters and the general public in the Washtenaw County area. It includes exposure through our website, social media, press communications, and event materials.

OUR REACH

2,015

Facebook Followers
5-7 posts per week

2,269

E-blast subscribers
2X monthly newsletter

640

Instagram Followers
4-6 posts per week

11,890

Direct mail contacts for
annual appeal letter

COMMUNITY ENGAGEMENT

10,460
Volunteer Hours
Donated


\$92,253
Donated for Special
Programs

279,513
Pounds of Food
Donated

January through December 2021.*

SPONSORSHIP BENEFITS

Our corporate sponsorship program offers a comprehensive range of opportunities to showcase your brand to Saline Area Social Service supporters, as well as the Washtenaw County area. Sponsorships will be honored on a 12 month rolling calendar.

Sponsor Benefits	Platinum \$15,000+	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Pre-Event				
Recognition on event & partner pages of SASS website				
Inclusion on event promotional materials				
Social media spotlight				
Company logo on home page of SASS website				
Event press release				
On-Site				
Tickets to Wellers event	16 tickets	8 tickets	4 tickets	2 tickets
Event program inclusion				
Logo on event signage				
Company name announced during event				
Product showcase and/or program insert				
Logo on signage at entrance & onstage				
Opportunity to speak during event presentation (2 minutes)				
Post-Event				
Thank you email blast				
Outgoing press release				

20

At-risk Students Sponsored for Mental Health & Tutoring Needs

11,757

Meals Delivered to Homebound Seniors

12

Families Given Emergency Aid for Rent, Utilities, and Car Repair

January through December 2021.*

SPONSORSHIP FORM

Your sponsorship helps to support over 300 low-income Saline Area individuals who need our ongoing assistance this year. Our clients include single mothers, children (38%), senior citizens (20%), and many who have suffered through unexpected times. With your help, we will continue to be able to provide these families with the assistance and tools they need to improve their lives. Thank you for your support.

Sponsorship

Yes, we will support Saline Area Social Service at the following sponsorship level:

- \$15,000+ Platinum
- \$10,000 Gold
- \$5,000 Silver
- \$2,500 Bronze

Custom Donation

Yes, we would like to support Saline Area Social Service, but prefer to provide a donation in lieu of a sponsorship:

- Other Amount \$ _____

SASS is a 501(c)3 non-profit organization. Your sponsorship and contributions are tax deductible within the limits set by law.

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Sponsor/Donor Information

Company Name and Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Saline Area Social Service Contact Information

Anne Cummings, Executive Director
(734) 429 - 4570
224 W. Michigan Ave., Saline, MI 48176
acummings@salinesocialservice.com

300+
Weekly Average of
Individuals Served

1,200
Prescriptions Filled
for 215 People

240
Thanksgiving, Christmas
& Easter Meals Served

January through December 2021.*

Neighbors Helping Neighbors

Go to SalineSocialService.com to learn more about us, or to donate online.