



SALINE AREA SOCIAL SERVICE

2022 Corporate Sponsorship

WHO WE ARE

SASS is a resource for anyone struggling to make ends meet in the Saline community. We provide groceries and household essentials, programs that support quality of life for students and seniors, special gifts and meals during the holidays, emergency assistance for rent, utilities, and car repairs, and referrals to additional aid organizations.

SASS is helping our neighbors put nutritious food on the table, keep a roof over their heads and receive the support they need to get through a crisis.

HOW YOU CAN HELP

Our financial goal of \$554,000 this year will help us continue our programming and meet the increased need caused by the pandemic. SASS does not receive government assistance and relies 100% on our community for funding of our programs and operations. Your partnership will help us continue our mission to help our neighbors.



Showcase your support to a wide network of contacts and followers.

2,143

Facebook Followers
5-7 posts per week

2,232

E-blast subscribers
2X monthly newsletter

718

Instagram Followers
4-6 posts per week

11,890

Direct mail contacts for
annual appeal letter

SPONSORSHIP BENEFITS

Our sponsorship program offers a package of opportunities at various levels to showcase your company's values and brand to our dedicated network of supporters in Saline and the general public in the Washtenaw County area.

Get access to exposure on our website, social media platforms, press communications, and event materials.

SPONSORSHIP BENEFITS

Sponsorship is a local investment with local impact. In addition to helping those in need, your partnership with SASS will increase the visibility of your brand and demonstrate that your company cares for the Saline community. Sponsorship benefits are honored on a 12-month rolling calendar.

Humanitarian – \$10,000

- Company logo on SASS website Home page
- Company logo on email blast footer
- Company logo on annual direct mail appeal
- Featured acknowledgment in email blast
- 8 tickets to annual fundraiser event
- Everything in Benefactor level

Benefactor – \$5,000

- Logo featured prominently at annual fundraiser event
- Mention in email blast
- 4 tickets to annual fundraiser event
- Everything in Sponsor level

Sponsor – \$2,500

- Feature in a blog post on the SASS website
- 2 tickets to annual fundraiser
- Everything in Supporter level

Supporter – \$1,000

- Individual recognition on social media platforms
- Everything in Partner level

Partner – \$500

- Company logo and link on SASS website Partners page
- Logo on annual fundraiser program and event signage

ANNUAL FUNDRAISER

The SASS annual fundraiser celebrates the generosity of the Saline community and is the largest donor event of the year. Typically, 150 people attend and the fundraiser brings in \$60,000–100,000 in revenue for the organization.

The annual fundraiser will take place in the fall this year.

“Oh, they’ve been terrific! I haven’t met a soul there that I don’t think is just magnificent, every one of them. They’ve helped me so much with food, and since COVID they’ve been bringing it right to the door. I live on my social security and that doesn’t always go too far. They’ll help me with anything I need. They’ve been a blessing.”

– SASS Client

120,825
Meals Provided
Last Year

30,000
Meals Delivered to
Homebound Seniors

\$10,862
of School Supplies
Provided

January through December 2021.

SPONSORSHIP FORM

Your sponsorship helps to support over 400 low-income Saline Area individuals who need our ongoing assistance this year. Our clients include single mothers, children (36%), 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:

- \$10,000 Humanitarian
- \$5,000 Benefactor
- \$2,500 Sponsor
- \$1,000 Supporter
- \$500 Partner

Custom Donation

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

Contact Information

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445

**Individuals Received
Aid Last Year**

1,000+

**Prescriptions Filled
for 140 People**

588

**Thanksgiving, Christmas
& Easter Meals Served**

Neighbors Helping Neighbors

Go to salinesocialservice.com to learn more about us or to donate online.