



# SALINE AREA SOCIAL SERVICE

## 2023 Corporate Sponsorship

### WHO WE ARE

Saline Area Social Service 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 helps 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 fundraising goal of \$656,000 this year will help SASS continue our programming and meet the increased need in our community. SASS does not receive government assistance and relies 100% on our community to fund 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.**

**2,299**

Facebook Followers  
5-7 posts per week

**2,408**

E-blast subscribers  
2X monthly newsletter

**819**

Instagram Followers  
4-6 posts per week

**11,890**

Direct mail contacts for  
annual appeal letter

### SPONSORSHIP BENEFITS

Our corporate 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.

Receive exposure on our website, social media platforms, press communications, and event materials.

# SPONSORSHIP BENEFITS

Your sponsorship helps to support over 500 low-income Saline area individuals who need our ongoing assistance this year. SASS serves single mothers, children (38%), senior citizens (22%), and many who have suffered through unexpected times. 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
- Donation match leader opportunity
- 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

**"I am always greeted with a smile and never made to feel uncomfortable, it's like shopping at a regular store. I am a single mother with young children and the help I received during my daughter's cancer treatments was a lifesaver."**

**- A SASS Client**

### Benefits of leading a donation match:

- Increases the total impact of your donation
- Additional exposure on SASS eblasts and social media channels
- Builds community
- Motivates individual donor engagement
- Acknowledgment in a press release

**118,251**  
Meals Provided  
Last Year

**12,000+**  
Meals Delivered to  
Homebound Seniors

**\$10,500**  
of School Supplies  
Provided



# SALINE AREA SOCIAL SERVICE

## 2023 Corporate Sponsorship Form

Sponsorship is a local investment with local impact. In addition to helping those in need, your partnership with Saline Area Social Service will increase the visibility of your brand and demonstrate that your company cares for the Saline community. Thank you for helping our neighbors in need!

### Sponsorship

**Yes, we will support SASS 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 SASS, but prefer to provide a one-time donation in lieu of formal 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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**568**

**Individuals Received  
Aid Last Year**

**781**

**Prescriptions Filled  
for 152 People**

**650+**

**Thanksgiving, Christmas  
& Easter Meals Served**

## Neighbors Helping Neighbors

Go to [salinesocialservice.com](https://salinesocialservice.com) to learn more about us or to donate online.