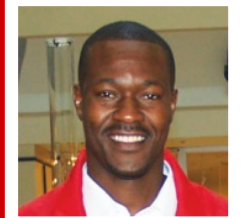


The Salvation Army Christmas Kettle  
Official Sponsorship Package



# Christmas Kettles

Ring in Christmas with  
The Salvation Army



## Supporting The Salvation Army Kettles

From inception in 1882, The Salvation Army has grown into the largest non-governmental direct provider of social services in Canada. Each year The Salvation Army brings hope to thousands of families by providing food, clothing and practical assistance. To understand the magnitude of The Salvation Army's work in Canada consider the following:

- Each night The Salvation Army provides 6,370 shelter, addictions, detox and mental health beds.
- Last year The Salvation Army served over 2.6 million meals through community feeding programs.
- Every summer The Salvation Army sends over 5,000 children to camp.

The Christmas Kettle Campaign is the most notable Salvation Army fundraising initiative each year. The Kettle has become a symbol of charitable giving during the Christmas season around the globe, and is just as relevant today as it was 100 years ago when Captain McFee first collected donations in a kettle pot and used the funds to serve a Christmas meal to the poor. Today, funds raised are used to support Community and Family Services programs year round and of course, to provide Christmas toys and dinner during the holiday season.

## Sponsorship Opportunities

### **GOLD SPONSORSHIP: \$5,000**

The benefits include:

- Industry exclusivity.
- Exclusive 11" x 17" signage prominently displayed on one Salvation Army Kettle accompanied by the Christmas Brass Band.
- Kettle will display your company's sponsorship for a minimum of 16 hours during high pedestrian traffic times in locations that include Union Station (GO level), Dundas Square and Bay & Bloor.
- Company logo embroidered on Salvation Army Kettle Ensemble hats and a sign on their music stands.
- Recognition of sponsorship in all Christmas Kettle Campaign media releases.
- Recognition of sponsorship displayed on The Salvation Army Toronto website
- The Christmas Brass Ensemble will play at up to 2 holiday parties hosted by your company.
- Your company representative can hand out promotional or marketing materials at the kettle (at a time, location and date agreed upon by The Salvation Army and your company).
- Eight (8) tickets to Christmas with The Salvation Army – a musical concert experience at Roy Thomson Hall on December 4<sup>th</sup>, 2010.

Last year over 400 Kettles manned by hundreds of Bell Ringers across the Greater Toronto Area raised \$3 million. You can support this essential campaign by becoming a Christmas Kettle Campaign sponsor. Your support will give your company the opportunity to be seen as a caring community partner.

### **Did you know....?**

- Kettles in downtown locations including Bay & Bloor, Union Station and Dundas Square are seen by over 1,000 people per hour during peak commuter and shopping times.
- Kettles in these locations draw high pedestrian interest as they are accompanied by a brass band playing Christmas music.
- These high-profile Kettles can receive close to \$1,000 per hour.
- The Salvation Army Kettles receive extensive media coverage including local and national television, radio and print media.

**Please consider supporting this important work with your sponsorship of a Salvation Army kettle in a prominent downtown location.**

### **SILVER SPONSORSHIP: \$2,500**

- Exclusive 11" x 17" signage prominently displayed on one Salvation Army Kettle
- Kettle will display your company's sponsorship for a minimum of 10 hours during high pedestrian traffic times in locations that include Union Station (GO level), Dundas Square and Bay & Bloor.
- Recognition of sponsorship in all Christmas Kettle Campaign media releases.
- Recognition of sponsorship displayed on The Salvation Army Ontario Central East website, [SalvationArmy.ca/ontariocentraleast](http://SalvationArmy.ca/ontariocentraleast).
- The Salvation Army Christmas Brass Ensemble will play at 1 holiday party hosted by your company.
- Your company representative can hand out promotional or marketing materials at the kettle (at a time, location and date agreed upon by The Salvation Army and your company).
- Four (4) tickets to Christmas with The Salvation Army – a musical concert experience at Roy Thomson Hall on December 4<sup>th</sup>, 2010.

**BRONZE SPONSORSHIP: \$1,000**

- Exclusive 11" x 17" signage prominently displayed on one Salvation Army Kettle at a major Toronto area shopping centre.
- Kettle will display your company's sponsorship for a minimum of 10 hours during high pedestrian traffic times in a location such as the Eaton Centre, Fairview Mall, Yorkdale Shopping Centre etc.
- Recognition of sponsorship displayed on The Salvation Army Ontario Central East website, SalvationArmy.ca/ontariocentraleast.
- Two (2) tickets to Christmas with The Salvation Army – a musical concert experience at Roy Thomson Hall on December 4<sup>th</sup>, 2010.

**Sponsorship Opportunities**

Gold Sponsor \$5,000 \_\_\_\_\_

Silver Sponsor \$ 2,500 \_\_\_\_\_

Bronze Sponsor \$1,000 \_\_\_\_\_

**CONTACT INFORMATION:**

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

***Fax, mail or email your sponsorship choice, or call for more information:***

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Fax: 416-321-6479  
Email: [pamela\\_loveless@can.salvationarmy.org](mailto:pamela_loveless@can.salvationarmy.org)



Giving  
Hope  
Today