

September 1, 2024

Corporate Addressee

Corporate Name

Address

Dear Mr/Ms,



Arsenal Harley-Davidson and their Harley Owners Chapter are planning a special 30-Year “Toys for Tots” campaign and a goal of \$30,000 to make Christmas wishes come true for our local disadvantaged children. We are partnering with the United States Marine Corps in providing toys for the needy families. In fact, **Oakland County is trending near 10%** in children poverty. Can you imagine 1 of 10 children in Oakland County will not receive a Christmas gift? The need is great.

Support the year-round work of our USA Marine “Toys for Tots” and make a lasting impact in the lives of disadvantaged children. With your generous donation, we can continue our mission of providing toys, books, and emotional support to those who need hope the most. Your contribution goes beyond the holiday season, ensuring children

experience the joy of play and the power of imagination throughout the year.

Together, we can create brighter futures for children, empowering them with the tools they need to thrive. Join us in our heartfelt mission to bring smiles, warmth, and happiness to countless children in need today!

Thank you in advance for your contribution. Feel good knowing your contribution is used to answer the Christmas dreams of underprivileged children. Know “Toys for Tots” makes good use of your donation...

- Our 97:3 Program to Support ratio means 97% of all expended funds directly support our mission of providing gifts for less fortunate children
- Not a single donated dollar goes toward anyone’s salary
- Your company can receive a tax deduction
- We will support your Corporate Social Responsibility efforts with:
 - ✓ Tiered Sponsorships levels and benefits for your business (see next page)
 - ✓ A Sponsorship Award for your company to display if so desired

Most sincerely,

Your friends at Arsenal Harley-Davidson, Waterford MI

Kari Cannady, Arsenal Harley-Davidson Owner and Marketing Director

Michael Walker, Toys for Tots Community Coordinator

Stacy Himmelspach, Arsenal Harley Owners Group (HOG) Representative

Phone: [\(248\) 674-3175](tel:2486743175)





There are four levels of “Toys for Tots” Sponsorship:

- 1. **Shirt Sponsor** \$1,500 (Deadline October 1, 2024)
- 2. **Total \$ Board** \$1,000 (Deadline October 1, 2024)
- 3. **Patch Sponsor** \$ 500 (Deadline October 1, 2024)
- 4. **Coffee & Donuts Sponsor** \$ 400 (Deadline October 1, 2024)

Following are the benefits for each sponsorship:

1. Shirt Sponsor - \$1,500 (Deadline October 1, 2024)

Have your business Stand-Out with a special 30-Year “Toys for Tots” t-shirts made for the Drop-off-Weekend in December.

- ✓ Business name on the back of the shirts
- ✓ You'll receive 10 t-shirts for your use
- ✓ Minimum 15 mentions on Arsenal Harley-Davidson's social media pages (Facebook with 47k followers and Instagram with -1k followers) between November 1 & December 8, 2024
- ✓ 2 Posts solely focused on your business
- ✓ Logo on “Toys for Tots” Poster
- ✓ Logo on “Toys for Tots” Banner displayed on M-59 the week leading up to the “Toys for Tots” Weekend
- ✓ Booth spot during our “Toys for Tots” Weekend on December 7 & 8, 2024 at Arsenal Harley-Davidson

2. Total \$ Board - \$1,000 (Deadline October 1, 2024)

We are building an outdoor total \$ board on M-59. Traffic contributors can see where we are vs. our **\$30,000 goal**. Our Arsenal HOG Elves collect cash between Pontiac Lake Road and the corners of M-59. Even in inclement weather!

- ✓ Business name next to the Total Board all weekend long - December 7 & 8, 2024
- ✓ Business name on the back of our “Toys for Tots” T-shirts
- ✓ Minimum of 15 mentions on Arsenal Harley-Davidson's social media pages (Facebook with 47k followers and Instagram with -1k followers) between November 1 & December 8, 2024
- ✓ 2 Posts solely focused on your business
- ✓ Logo on “Toys for Tots” Poster
- ✓ Logo on “Toys for Tots” Banner that's displayed on M-59 the week leading up to “Toys for Tots” Weekend December 7 & 8, 2024
- ✓ Booth spot during our “Toys for Tots” Weekend December 7 & 8, 2024 at Arsenal Harley-Davidson

3. Patch Sponsor - \$500 (Deadline October 1, 2024)

Each year our volunteers receive a “Toys for Tots” Patch to add to their riding vests/jackets. This year a special **30-Year patch** (see logo below in footer) will be made available in July for our kick-off Poker Run/Ride on July 20th, 2024.

- ✓ You'll receive 10 patches to do whatever you'd like with Minimum of 10 mentions on Arsenal Harley-Davidson's social media pages (Facebook with 47k followers and Instagram with -1k followers) between July 20th & December 8, 2024
- ✓ 2 Posts solely focused on your business
- ✓ Logo on “Toys for Tots” Poster
- ✓ Logo on “Toys for Tots” Banner that's displayed on M-59 the week leading up to “Toys for Tots” Weekend





4. Coffee & Donuts Sponsor - \$400 (Deadline October 1, 2024)

Each morning, a crew of 40 Arsenal HOG Elves hit the streets collecting donations, organizing toys, counting cash & more. We like to give them coffee & donuts **as a thank you** for volunteering their time; sometimes in inclement weather.

- ✓ Minimum of 5 mentions on Arsenal Harley-Davidson's social media pages (Facebook with 47k followers and Instagram with -1k followers) between November 24- December 8, 2024
- ✓ 1 Post solely focused on your business
- ✓ Logo on "Toys for Tots" Poster
- ✓ Logo on "Toys for Tots" Banner, displayed on M-59 the week leading up to "Toys for Tots" Weekend
- ✓ Booth spot during our "Toys for Tots" Weekend December 7 & 8, 2024 at Arsenal Harley-Davidson

Drop Off Location (Starting November 1 - December 6)

- We are able to provide a "Toys for Tots" box to collect toys in at your location. One of our H.O.G. Chapter Members will pick up periodically.
- Minimum of 5 mentions on Arsenal Harley Davidson's social media pages (Facebook with 47k followers and Instagram with -1k followers) between November 1- December 7, 2024. This will be a combination of all location drop off points.

In-Kind Donation (Deadline December 8, 2024)

- Any Monetary Donation
- All monetary donations will be accepted and used to buy toys and gifts from toddlers to teenagers

Please return this sheet for our records:

Business Name: _____

Contact Name: _____ Contact Phone #: _____

SPONSORSHIP LEVEL: _____ (what your company would like to sponsor)

Best Email: _____

Please make checks payable to Arsenal H.O.G. Chapter, and in the notes add "Toys for Tots". All donations are tax deductible. Entity Name: Arsenal Chapter Waterford, MI ID: 802387589; is an IRS recognized 501(c)(3) not-for-profit public charity.

CHECK # _____ CHECK AMOUNT: \$ _____

Please Mail To: Arsenal Harley-Davidson | Att: Toys for Tots | 4405 Highland Road | Waterford, MI 48328

