



AUSTIN POLICE OPERATION BLUE SANTA

P.O. Box 689001

Austin, Texas 78768-9001

SPONSORSHIP PACKAGES

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Austin Police Operation Blue Santa

P.O. Box 689001
Austin, Texas 78768-9001

SPONSORSHIP LEVELS

Diamond Sponsor - \$10,000 Contribution or Greater

- Logo recognition on the Austin Police Operation Blue Santa website.
- Name on Blue Santa Sponsorship Board located at Blue Santa Warehouse.
- Be Recognized at KOKE Breakfast—deadline December 5, 2015.
- Acknowledgement plaque.

Gold Sponsor - \$5,000 - up to \$10,000

- Logo recognition on the Austin Police Operation Blue Santa website.
- Name on Blue Santa Sponsorship Board located at Blue Santa Warehouse.
- Be Recognized at KOKE Breakfast—deadline December 5, 2015.
- Acknowledgement plaque.

Emerald Sponsor - \$3,000 - up to \$5,000

- Logo recognition on the Austin Police Operation Blue Santa website.
- Name on Blue Santa Sponsorship Board located at Blue Santa Warehouse.
- Be Recognized at KOKE Breakfast—deadline December 5, 2015.
- Acknowledgement plaque

Topez Sponsor - \$2,000 - up to \$3,000

- Logo recognition on the Austin Police Operation Blue Santa website.
- Name on Blue Santa Sponsorship Board located at Blue Santa Warehouse.
- Be recognized at KOKE Breakfast—deadline December 5, 2015
- Acknowledgement plaque

Silver Sponsor - \$1,000 - up to \$2,000

- Logo recognition on the Austin Police Operation Blue Santa website.
- Name on Blue Santa Sponsorship Board located at Blue Santa Warehouse.
- Be recognized at KOKE Breakfast—deadline December 5, 2014
- Acknowledgement plaque

Donation Patron - Up to \$500

- Logo recognition on the Austin Police Operation Blue Santa website
- Acknowledgement certificate



Austin Police Operation Blue Santa

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INTRODUCTION

Thank you, for considering sponsorship of one of the Austin Police Operation Blue Santa.

There are benefits to sponsorship of our event activities:

Be involved in one of the greatest charities of giving back to the many families and children in need in the Austin Area during is Holiday Season. Each year, the number of families and children we serve has increased in volumes in the last few years. Through generous contributions, we provide families with a full holiday meal and toys for each child up the age of 14. Packages are delivered to the family by our volunteers—Santa’s Helpers.

There are several ways to support Austin Police Operation Blue Santa:

- Sponsor an Event
- Donate money to become an official team sponsor
- Offer our team sponsors a discount on merchandise or services
- Donate products /services to the team to be raffled at our events.

Sponsor an Event:

- Donate money to become an event sponsor
- Donate products or services for a event
- Provide volunteer support at events

Other ways?

We welcome your suggestions and thoughts on sponsorship and would love to discuss any creative ideas you have. Please take a few minutes and review the material contained in this sponsorship package.

You will find the following items:

- Austin Police Operation Blue Santa Cover Sheet and Table of Contents
- Sponsorship Level Opportunities
- Austin Police Operation Blue Santa Fact Sheet
- Our website address
- Sample Event Brochure
- Contact Information

Thank you,

Austin Police Operation Blue Santa
(512) 974-BLUE (974-2583)

AUSTIN POLICE OPERATION BLUE SANTA FACT SHEET

NAME:	Austin Police Operation Blue Santa
WEBSITE:	http://www.BlueSanta.org
DATE FORMED:	December, 1972
LOCATION:	Austin Police Operation Blue Santa 4101 S. Industrial Drive, Suite 260, Austin, Texas 78744
HISTORY:	<p>Austin Police Operation Blue Santa has been a program for the Austin Police Department since 1972. This charitable outreach began when two patrol officers realized that some families on their patrol beat would not have gifts or food for their children at Christmas.</p> <p>What began with gift distributions to 20 families from the back of a patrol car has become a massive effort in partnership with the Austin Fire Department, Austin Energy, Austin Water Utilities, and the Texas National Guard.</p> <p>Each year, Austin Police Operation Blue Santa serves more than 3,800 families, with 17,000 children in those families receiving gifts. In the past few years our numbers have increased to over 5,000 families and over 20,000 children due to some additional areas of families we are now assisting with. The community is generous in their support, contributing to many events, including the Chuy's Children Giving to Children Parade, held the Saturday after Thanksgiving each year. All the toys collected during the parade are donated to Austin Police Operation Blue Santa.</p> <p>Austin Police Operation Blue Santa provides toys & food for families in need during the Holiday Season.</p>
MISSION:	<p>The Mission and purpose of the Austin Police Operation Blue Santa is to provide toys and food for families in need during the Holiday Season. We achieve this goal with the goodwill and support of Austin residents, businesses, and civic groups. Through generous contributions, we provide families with a full holiday meal and toys for each child up to the age of 14. Packages are delivered to the family by our volunteers – Santa's Helpers</p> <p>Austin Police Operation Blue Santa is a 501(c)(3) non-profit community-based corporation, governed by a board of directors and staffed by volunteers and employees of the Austin Police Department. Support is provided by the Austin Police Department, Austin Fire Department, Austin Energy, Austin Water Utilities and the Texas National Guard, area businesses, organizations, and the Central Texas community.</p> <p>Austin Operation Blue Santa opens its doors to welcome volunteers each year beginning the first week after Thanksgiving. Individuals who wish to help sort and package gifts may drop in at their convenience during the hours of operation listed on the web-site (www.bluesanta.org). Groups of 8 or more are also welcome and are asked to reserve a time slot in advance.</p> <p>All deliveries this year will be made on Saturday, December 20h. On that day volunteers begin lining up in their vehicles early in the a.m. to pick up packages to be delivered to their designated families who anxiously await their arrival .</p>
MAJOR EVENT ACTIVITIES:	<ul style="list-style-type: none"> • 11/16/16 - Food Night at Blue Santa Warehouse • 11/26/16—Chuy's Children Giving to Children Parade • 11/27/16—Zilker Tree Lighting • 12/02/16—KOKE—Austin Police Operation Blue Santa Breakfast • 12/03/16– FluaPalooza at Kipp Austin Public School • 12/14/16—Austin Carriage's Annual Blue Santa Toy Drive • 12/17/16– Austin Police Operation Blue Santa—DELIVERY DAY
FOR MORE INFORMATION:	<p>Austin Police Operation Blue Santa 512.974.2583 Email: bluesanta@austintexas.gov</p>

EVENT SPONSORSHIP OPPORTUNITIES

Sponsorship Will Receive:

- Sponsor's logo/name banner added on our website with a link to your website.
- Sponsor's Company Name displayed on Sponsorship Board at our Blue Santa Warehouse
- Sponsor's opportunity for recognition during events through media spots, radio broadcast, etc.
- Sponsor's provided Acknowledgement certificate and plaque

Sponsorship Levels:

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

PATRON Sponsor - Up to \$500

- Donation Patron recognition on the Austin Police Operation Blue Santa letterhead, if information on mailing address is provided.

DIAMOND Sponsor - \$10,000 Contribution or Greater <ul style="list-style-type: none">• Diamond logo recognition on the Austin Police Operation Blue Santa website.• Diamond Sponsors Name listed on Sponsorship Board in our the Blue Santa Warehouse• Acknowledgement Plaque• Acknowledgement Certificate	GOLD Sponsor - \$5,000 - up to \$10,000 <ul style="list-style-type: none">• Gold logo recognition on the Austin Police Operation Blue Santa website.• Gold Sponsors Name listed on Sponsorship Board in our the Blue Santa Warehouse• Acknowledgement Plaque• Acknowledgement Certificate	SILVER Sponsor - \$500 - up to \$5,000 <ul style="list-style-type: none">• Silver Level logo recognition on the Austin Police Operation Blue Santa website.• Silver Level Name listed on Sponsorship Board in our Blue Santa Warehouse.• Acknowledgement Plaque• Acknowledgement Certificate
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Merchandise:

We also accept product donations. We can also setup product booths at our events and raffle off donated merchandise. This provides a win-win, Austin Police Operation Blue Santa receives funds and your product receives exposure to hundreds of participants attending our events.

Sponsor Discounts

If your organization cannot provide a monetary or product donation, we also are interested in sponsor discounts. We encourage our team members and friends to support our sponsors!

Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for the events, please contact us.

EVENT SPONSORSHIP OPPORTUNITIES

Our Events:

Austin Police Operation Blue Santa organizes many community events to:

- (1) Encourage participation in fundraising events, benefiting the many Austin area families and children during this Holiday Season.
- (2) To fund the events of the Austin Police Operation Blue Santa

Our events can only take place with the strong participation and support of our sponsors.

WHEN	EVENT	DESCRIPTION
Wed. 11/16/2016 6pm-9pm	Food Night at Warehouse, OBS Warehouse, 4101 S. Industrial Drive, Suite 260, Austin, Tx	This is a night that all the dry goods get boxed up that will be taken to the many families in need during the Holiday Season. To assist an Food Night be sure and go to our Blue Santa website: www.bluesanta.org to get signed up to Volunteer as an individual or as a group.
Sat. 11/26/2016	Chuy's Children Giving to Children Parade, South Congress Avenue—Parade starts at 11:00 am	Parade starts at the State Capitol at 11th & Congress, moving south on Congress Avenue all the way to Cesar Chavez, ending just north of the bridge. Logistics: At a designated time, the entire Parade will stop and Santa's Helpers will assist children in giving their toy. Highlights: Gaint Balloons, Festive Floats Marching Bands, Local Entertainment Groups, Children's Characters, Classic Cars, Elvis and Santa! Donations: All toys received at the Parade will be taken to Austin Police Operation Blue Santa Headquarters to be sorted, packaged, and prepared for delivery of children in need. One-third of the toys distributed by Blue Santa come from the Parade.
Fri. 12/02/2016 6am-10am	KOKE—Austin Police Operation Blue Santa Breakfast , located at Palmer Event Center, 900 Barton Springs Road, Austin, Tx 78704 <u>Sponsorship Opportunities:</u> <ul style="list-style-type: none"> • Logo/name banner on our website with link to your website. • Logo/name printed on event T-Shirts • Logo/name included in all event materials • Company banner displayed (provided by company) • Opportunity for radio broadcast spot recognition • Poster size Monetary Donation Check presented to company's representative during event. • Team photo and acknowledgement plaque 	KOKE Radio will be sponsoring our annual breakfast event which will be held on 12/02/16. KOKE will be live on radio from 6 A.M. to 10 A.M. soliciting monetary donations from their listeners and at the same time holding a silent action in conjunction with the live radio event. Also participants can stop by and get their photo taken with Operation Blue Santa with his life size reindeer and 1912 Sleigh. We are expecting approximately 300 - 600 to attend this even. We will have a Poster Size Check presentation for recognition of organizations with large monetary contributions. <u>Many levels of Sponsorship needed:</u> To make this event a success we are in need of auction items ranging from sports memorabilia, actual goods, gift cards and services from our local area supporters.
Sat. 12/17/2016 7am-1pm	DELIVERY DAY - Austin Police Operation Blue Santa , 4101 South Industrial Drive, Ste 260, Austin 78744 <u>Sponsorship Opportunities:</u> <ul style="list-style-type: none"> • Logo/name banner on our website with link to your website. • Logo/name printed on event T-Shirts • Logo/name included in all event materials • Company banner displayed (provided by company) • Opportunity for media recognition during this event. • Team photo and acknowledgement plaque 	We have over 5,000 Families to delivery to on December 20th, Need LOTS of HELP! Join us in making this a great Christmas for the many families in need & volunteers are join us for the great entertainment & food after all deliveries are made! <u>Many levels of Sponsorship needed,</u> Event Sponsors, Food Sponsor, monetary donation, entertainment sponsors, vendor participation, and T-Shirt Sponsors, etc.,