



EXECUTIVE LEADERSHIP

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Joshua New
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EVENT STEERING COMMITTEE

Cory Davis
Catherine Mason
Jonathan Merrick
Brian Poynor
Sarah Robinson
Shelley Scott

Dear Abilene Community Member:

As our community prepares for a unique holiday season, please consider supporting our sixth annual Abilene Operation Blue Santa event that benefits school-aged children identified as at-risk or in need. The funds raised always stay local and provide Christmas to children nominated by teachers, school counselors or social workers, and school resource officers within the Abilene and Wylie School Districts.

Due to ongoing health concerns related to COVID-19, this year's shopping event will be a bit different. Each child nominated will provide a list of needs and wants as usual. However, the officers will shop for the family, and spouses and other volunteers will wrap the gifts. An Abilene Police Officer will then hand-deliver their Christmas gifts. Despite the need for physical distancing this year, your generosity can still support the mission of Abilene Operation Blue Santa, which is *to enhance relationships in the community we serve by giving back during the Christmas season*. We are hopeful next year, we can return to our typical shopping event.

Last year's donations helped the steering committee surpass our goal and provide Christmas for 100 children and their families. One of the children selected included a boy who shopped with Officer Matt Armbruster. He recalled that the child focused mostly on gifts for his siblings and parents and selected only a Snickers candy bar for himself because he was so hungry. Thankfully, the officer knew that each family would also receive a large box of food and other household essentials. So he encouraged the child to pick something out for himself. Officer Armbruster emphasized that he was impressed with the boy's focus on his family and added, "No matter of the economic background, a child's heart is pure. Each wants to have a great Christmas. I've really enjoyed being a part of the experience." We frequently hear how Operation Blue Santa provides an impactful experience for the kids and officers alike.

The delivery day, presented by Walmart (Store #536), is scheduled for **Saturday, December 12th**. Our goal is to provide Christmas gifts, food, toiletries, and other household items for another 100 children and their families. We hope that we can count on your support to meet that goal!

Please consider donating via our sponsorship levels or with any amount you can give. Visit www.abilenebluesanta.org for details. Thank you in advance for your support of our Abilene Operation Blue Santa event. We cannot do what we do without your ongoing support!

Serving our community by enhancing relationships,

Joshua New
President



2020 SPONSORSHIP LEVELS

Name of Donor: _____ *(as it will appear in printed materials)*

Contact: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

I would like to participate as a/an: (check one)

Presenting/Naming Sponsorships \$2500 <ul style="list-style-type: none"> • Sponsorship acknowledgment on social media including 5,000 impressions. • Company name released in official press release to media. • Logo and Sponsor recognition on ALL event printed materials, including ads, and event website throughout the year. • Recognition on Radio Public Service Announcements • Company logo and link to company website on Operation Blue Santa website. • Recognition in event coverage on local TV and radio. • Company logo included in Thank You ad, published in Abilene Scene Magazine. • Select one item below to underwrite. 	
<input type="checkbox"/> Raffle <ul style="list-style-type: none"> • Logo and name recognition on all Raffle Tickets and company representative will draw winning tickets day of event. 	<input type="checkbox"/> Socks & Underwear <ul style="list-style-type: none"> • Your company will be a drop off location for wrapping supplies and company logo will be on Wrapping Zone signage the day of the event.
<input type="checkbox"/> Coat Closet <ul style="list-style-type: none"> • Underwriting of a warm winter coat for all children selected. 	<input type="checkbox"/> Shoe Store <ul style="list-style-type: none"> • Underwriting of a warm pair of winter shoes for all children selected.
<input type="checkbox"/> Christmas Pajamas <ul style="list-style-type: none"> • Underwriting of cozy winter pajamas for all children selected. 	<input type="checkbox"/> Food Box <ul style="list-style-type: none"> • Underwriting of food boxes, that will contain a holiday meal and nutritional staples that will be sent home with each child selected.
<input type="checkbox"/> Hygiene Kit <ul style="list-style-type: none"> • Underwriting of hygiene kits, that will contain detergent, soap, deodorant, dental hygiene supplies and more that will be sent home with each child selected. 	<input type="checkbox"/> Blanket/Heaters <ul style="list-style-type: none"> • Depending on individual family need, this sponsorship will underwrite either a blanket or heater to be sent home with each child selected.

☐ **Santa's Sleigh \$1000**

- Sponsorship acknowledgment on social media including 2,500 impressions.
- Logo and Sponsor recognition on ALL event printed materials, including ads, and event website throughout the year.
- Company logo and link to company website on Operation Blue Santa website.
- Company logo included in Thank You ad, published in Abilene Scene Magazine.
- Christmas provided for 5 children and their families.

☐ **Santa's Reindeer \$500**

- Sponsorship acknowledgment on social media including 1,000 impressions.
- Logo and Sponsor recognition on ALL event printed materials, including ads, and event website.
- Company logo and link to company website on Operation Blue Santa website.
- Company logo included in Thank You ad, published in Abilene Scene Magazine.
- Christmas provided for 2 children and their families.

☐ **Santa's Helper \$250**

- Sponsorship acknowledgment on social media.
- Sponsor name recognition on ALL event printed materials, including ads, and event website.
- Company name and link to company website on Operation Blue Santa website.
- Company name included in Thank You ad, published in Abilene Scene Magazine.
- Christmas provided for 1 child and their family.

☐ **I am unable to sponsor at a level listed above, but I am able to give \$_____.**