



2012 Soups On Events

Soups On Along the Lakeshore!

Description: In 2012, Soups On Along the Lakeshore! will be celebrated at Above and Beyond in Norton Shores on Thursday, February 23. For a \$35 ticket, guests partake in a selection of soups, breads and amazing desserts, along with a variety of entertainment. Virtually all items for the event are donated by local restaurants, bakeries and businesses. The event showcases painted bowls from business and school groups from the local communities. Each ticketed Soup's On guest takes home a hand-painted souvenir soup bowl as a visual reminder that hunger happens everyday.

What/who supports: Loaves & Fishes Food Pantry, a program of Catholic Charities West Michigan (CCWM) is a volunteer-run pantry where single-parent families, unemployed individuals, working poor families, senior citizens and others in special circumstances of life can choose what they need for their families. In 2010, clients from the downtown Muskegon area were served over 10,000 times at this food location. Christian Community Center helps feed the hungry in a safe, respectful and welcoming environment. Located in Muskegon Heights, Christian Community Center served over 23,000 individuals and families in its neighborhood through a lunch program for seniors and a weekday evening meal for families and individuals from the community.

CCWM works to help change the lives in our diverse communities of those in need. We seek to improve the lives of our clients and empower them to achieve their goals. Our goal is to create a nurturing and safe family environment for adults as well as improving our community through specific outreach.

Target Audience: Lakeshore and Greater Grand Rapids Communities

How the dollars are used/long range impact: The purpose of Loaves & Fishes Food Pantry and Christian Community Center is to reduce food insecurity in urban, rural and suburban communities through collaborative outreach of quality food to those with little to no household budget in Muskegon County. Proper nutrition and food security is a basic requirement toward community health care efforts.

Sponsorship benefits: Inclusion of company logo/ name on www.soupsonforall.org, all print advertising, ticket, event signage, and event program. Receive a commemorative poster, hand-painted soup bowls you choose at the event, and complimentary event tickets.

Reply deadlines:

- Lead sponsor (\$2500) deadline: **December 1, 2011** to be included in promotion materials such as ticket, poster, save the date postcard, and t-shirt.
- General sponsor deadline (\$2500-\$250): February 1, 2012 to be included on event signage and program.



SOUP'S ON ALONG THE LAKESHORE 2012 SPONSORSHIP BENEFITS

Soup's On Along the Lakeshore! will be held on Thursday, February 23, 2012. The event offers four levels of corporate or individual sponsorship:

LEAD SPONSOR - Deadline November 12, 2011

Sponsorship level: \$2,500

- Premier placement of corporate logo and link on the Soups On! website (www.soupsonforall.org)
- Premier placement of corporate logo in all print advertising including **save the date post card and poster**
- Premier placement Corporate logo in Chronicle thank you ad
- Premier placement Corporate logo on event banner, event signage, **ticket**, and program
- Commemorative SOAL 2011 poster
- Commemorative SOAL 2011 bowl
- Eight hand-painted soup bowls you choose at event.
- Eight complimentary event tickets – *tickets must be in hand for entry*

Non-taxable deduction: \$140.00

GOLD SPONSOR - Deadline February 1, 2012

Sponsorship level: \$2,500

- Premier placement of corporate logo and link on the Soups On! website (www.soupsonforall.org)
- Premier placement Corporate logo in Chronicle thank you ad
- Premier placement Corporate logo on event banner, event signage, and program
- Commemorative SOAL 2011 poster
- Commemorative SOAL 2011 bowl
- Eight hand-painted soup bowls you choose at event.
- Eight complimentary event tickets – *tickets must be in hand for entry*

Non-taxable deduction: \$140.00

SILVER SPONSOR

Sponsorship level: \$1,000

- Inclusion of name on the Soups On! website (www.soupsonforall.org)
- Inclusion of name in Chronicle thank you ad
- Inclusion of name on event signage and program
- Commemorative SOAL 2012 poster
- Commemorative SOAL 2012 artist bowl
- Six hand-painted soup bowls you choose at event
- Six complimentary event tickets- *tickets must be in hand for entry*

Non-taxable deduction: 105.00

BRONZE SPONSOR

Sponsorship level: \$500

- Inclusion of name on the Soups On! website (www.soupsonforall.org)
- Inclusion of name in Chronicle thank you ad
- Inclusion of name on event signage and program
- Commemorative SOAL 2012 poster
- Four hand-painted soup bowls you choose at event
- Four complimentary event tickets - *tickets must be in hand for entry*

Non-taxable deduction: \$70.00

SOUP SPONSOR

Sponsorship level: \$250

- Inclusion of name on the Soups On! website (www.soupsonforall.org)
- Inclusion of name in Chronicle thank you ad
- Commemorative SOAL 2012 poster
- Two hand-painted soup bowls
- Two complimentary event tickets - *tickets must be in hand for entry*

Non-taxable deduction: \$35.00

INDIVIDUAL TICKETS

Sponsorship level: \$35

- One hand-painted soup bowl

Non-taxable deduction per ticket: \$17.50

NOTE:

Lead and Gold sponsors please email your company logo in a tiff or jpeg format along with your preferred web address for your link (e.g. your company home page) to Melissa Vogt at MVogt@ccwestmi.org

For more information contact Mary Ruth Scholz, Development & Marketing Manager at 616-551-4730 or mrscholz@ccwestmi.org.

Thank you very much for your support – from us, and from those in need!
www.soupsonforall.org

Tax Exempt ID #38-301-2473



SOUP'S ON ALONG THE LAKESHORE 2011 SPONSORSHIP FORM

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- YES, I want to support Loaves & Fishes Food Pantry and Christian Community Center on February 24, 2011 by sponsoring *Soups On Along the Lakeshore!***

Please indicate your sponsorship level:

- Lead Sponsor - \$2,500** *Deadline November 12, 2010*
 Gold Sponsor - \$2,500
 Silver Sponsor - \$1,000
 Bronze Sponsor - \$500
 Soup Sponsor - \$250
\$ _____ enclosed OR

- Please invoice me on Feb.1, 2011 for payment due by Feb. 24, 2011.

- I am unable to be a sponsor, but please accept this donation: \$_____.**
 I am unable to be a sponsor, but will purchase tickets (\$35 each): \$_____.

Sponsor/Company Name: _____
(as you want it to appear in promotional materials)

Contact Name: _____
(for communications purposes)

Address: _____

City/State/Zip: _____

Phone: (W) _____ (C) _____ (H) _____

Email: _____

Credit Card # _____ Exp Date: _____

Signature _____ Visa _____ Master Card _____

Please mail this completed form to:
SOUP'S ON ALONG THE LAKESHORE SPONSORSHIP
c/o Catholic Charities West Michigan
360 Division Avenue South
Grand Rapids, MI 49503

Or Fax: 616-772-0789
Or Register On-Line:
Visit the Soups On For All website
to make your gift online
using Pay Pal.

For more information contact Mary Ruth Scholz, Development & Marketing Manager at 616-551-5659 or mrscholz@ccwestmi.org.