



DOING  
THE MOST  
GOOD<sup>SM</sup>

WILLIAM BOOTH, *FOUNDER*  
ANDRÉ COX, *GENERAL*  
COMMISSIONER DONALD C. BELL, *TERRITORIAL COMMANDER*  
MAJOR JIM ARROWOOD, *DIVISIONAL COMMANDER*  
CAPTAINS DOUGLAS & STORM MCCLURE, *CORPS OFFICERS*

March 20, 2014

Dear Community Partner:

Each year, the Salvation Army with the support of our gracious community, “fills in the gap” for people who are experiencing some of the worst life has to offer. Through a wonderful network of other partner organizations, The Salvation Army has been a beacon of light and hope for people and families in the greater Rome area for more than 126 years. We have seen the increased numbers in requests for assistance with food, shelter, groceries and family assistance. Last year alone, The Salvation Army provided 3,558 nights of stay in the shelter and offered 10,216 meals at our community-dining program.

The Women’s Auxiliary of The Salvation Army is excited to host the 1<sup>st</sup> Annual “Run for the Homeless” 5K Fun Run to be held on Saturday, May 17<sup>th</sup>, in conjunction with the Roman Road Mile. We are partnering with GoGo Running to provide a first class running experience to all who participate. All proceeds will be used for the homeless shelter needs here in Rome.

We are asking for your support of this wonderful event! Please find attached an outline of sponsorship options for you to become a partner with The Salvation Army in providing more resources to change the lives of hundreds of people in the Rome area.

Your support and assistance as a sponsor is greatly appreciated.

Sincerely,

Patsy Lake, *President*  
Women’s Auxiliary

Captain Storm McClure  
Women’s Auxiliary

Captain Douglas E. McClure  
Corps Officer

cc: file



**2014 Sponsorship Levels for the “Run for the Homeless” 5K**

- 🏆 Platinum Sponsorship \$1,000.00+
  - Primary position placement at the event for advertising during event
  - Sponsor’s name listed on flyers, advertisements, and runner’s t-shirts
  - Mentioned on every interview, social media post and article produced by The Salvation Army about the event
  - Opportunities to promote the organization and its’ work on the day of the event
  - Only one sponsorship available at this level per industry (one financial institution, one medical office, one hotel/motel, etc.)
- 🏆 Gold Sponsorship: \$500.00-999.00
  - Secondary position placement at the event for advertising during event
  - Opportunities to promote the organization and its’ work on the day of the event
  - Sponsor mentioned as much as possible on social media and interviews
- 🏆 Silver Sponsorship: \$350.00-499.00
  - Advertising space available at the event
  - Opportunities to promote the organization and its’ work on the day of the event
- 🏆 Bronze Sponsorship: \$100.00-\$349.99
  - Opportunities to promote the organization and its’ work on the day of the event

Rewards of Sponsorship – With the inclusion of advertising and networking advantages, The Salvation Army serves thousands of people in its’ various programs throughout the year. **It costs approximately \$250.00 to operate the shelter for one day.** Also, thanks to events like this, The Salvation Army is able offer these services daily for the greater Rome, GA area.

This event will be a fun run. A fun run is a friendly race that involves either road running or cross-country running with participants taking part for their own enjoyment rather than competition. A fun run is held to raise funds for a charitable organization, with sponsors providing the revenue to cover organizational programs.

The Salvation Army is a registered 501(c)3 charities. All donations receipted are valid under U.S. regulations as tax-deductible. All sponsorship monies should be made payable to The Salvation Army, with Charity 5K in the memo line.