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# 4th Annual Veterans Gift Drive

## Presented by FIT

### Overview

The Transportation Management Association of Chester County (TMACC) manages ChescoBus, a scheduled bus route that travels from Parkesburg to Brandywine Hospital including a stop at the Coatesville Veterans Affairs Medical Center. Hundreds of Veterans receive medical treatment at the Coatesville VA Medical Center, making it one of the Link's most active bus stops. We hear veterans are often without basic household items, and even without homes, who are traveling to the VA center for shelter and other basic needs. After serving our Country, we believe we could offer a helping hand.

Since 2013, FIT, TMACC's 501(c)3 Foundation, has collected gifts for veterans in transition, patients of the Veterans Affairs Medical Center and clients of the Veterans Multi-Service Center. We collect personal items and household gifts from the residents, employees and companies in Chester County through September to December. These gifts are then delivered by our public transit service, Coatesville Link, to the VA Medical Center at the end of December.

The program continues to grow each year. When we first started, we only collected 500 gifts. Last year, we had over 1,500 gifts to deliver and anticipate the number to double in 2017. FIT is looking for local support to aid us in administering and supporting the program. Each gift we receive is wrapped, labeled and organized by our staff members. Your support will help us to wrap those gifts, promote the program through Chester County and provide logistics to bring holiday joy to the men and women who served.

Attached is a list of our sponsorship levels and corresponding benefits. We hope you will consider supporting our program and veterans this holiday season.

### About FIT

The TMA of Chester County, doing business as The Foundation for the Improvement of Transportation (FIT) is a 501 (c) 3 Foundation that was created in 2007 to fund Chester County's Ride for Health Initiative, a program that provides free transportation to individuals without transportation for important medical appointments.

Since its establishment, FIT has grown to include other important community-centered events like Bike to Work Day, Earth Day, Walk to School Day and the Veterans Gift Drive focusing on transportation initiatives that promote health, prosperity and sustainability.

*All sponsorships and donations are tax deductible. Please ask the Manager of Public Engagement for a donation form at the time of sponsorship.*

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## How You Can Help

### Sponsorship Opportunities

Cash Sponsorships help cover costs of promoting the Gift Drive, wrapping and delivering all the gifts. Benefits vary depending on financial commitment level, but all sponsors reach a broad audience of individuals for an extended period of time. Sponsorship levels are \$3,000, \$1,500, \$1,000 and \$500. See breakdown of sponsorship opportunities on the following page.

### Donations

Our goal is to get over 2,000 gifts delivered to our Veterans this year. New household items like sheets, furniture, microwaves, dining sets, silverware or personal items like tshirts, soap, socks and toothbrushes are needed to make a home for these Veterans. Any gift donations amounting \$250 or more will give you recognition on our Veterans Gift Drive Event Page on the TMACC website. To view a full list of acceptable gift items, visit [www.tmacc.org](http://www.tmacc.org) or contact us below.

### Promotion

Word of Mouth is the best form of marketing. After you have donated your gifts to FIT, ask us for promotional materials for you to use at your place of business and web tools to use on your social media.

## Contact

Amanda Lozinak  
Manager of Public Engagement  
7 Great Valley Parkway  
Suite 144  
Malvern, PA 19355

## Sponsorship Opportunities

*All sponsorships are to support FIT's efforts in the Veteran's Gift Drive and are tax deductible. Sponsors are promoted for the full 4 months (September through December) of the Veterans Gift Drive Campaign.*

**Champion Sponsor: \$3,000 (Limited to 1 Company), Charitable Contribution Amount: \$2,800**

- Logo placement on all gift bags given to veterans (over 400 bags delivered)
- Top Billing Logo placement on all printed promotional materials related to event
- Top Billing logo placement on all event email communications
- Speaking Opportunity at the Day of the Drop-Off (Date TBA)
- Sponsor Name recognition in all press releases related to the event
- Opportunity to put promotional item in gift bag (over 400 bags delivered)\*
- Right to customize marketing materials in collaboration with marketing designer
- Logo placed in post-event video
- Plus all Advocating Sponsor benefits

**Advocating Sponsor: \$1,500, Charitable Contribution Amount: \$1,215**

- Tier 1 logo placement on all printed promotional materials related to event
- Tier 1 logo placement with hot link on all event email communications
- Company Highlight in one email and on event webpage\*\*
- Company Recognition in social media posts about Veterans Gift Drive
- Company Office designated as Gift Drop-Off Location\*\*\*
- Photo Opportunity to promote company's participation in event\*\*\*\*
- Plus all Supporting Sponsor benefits

**Supporting Sponsor: \$1,000, Charitable Contribution Amount: \$835**

- Tier 2 logo placement on all printed material related to event
- Tier 2 logo placement on all event email communications
- Logo placement with hotlink on Veterans Gift Drive Event Page
- Company Recognition in social media posts about Veterans Gift Drive two times a month during promotion
- Plus all Helping Sponsor benefits

**Helping Sponsor: \$500, Charitable Contribution Amount: \$435**

- Logo Placement on Veterans Gift Drive Event Page
- Opportunity to attend Day of the Drop-Off (TBA)
- Thank you advertisement in our Winter Newsletter

**In-Kind Sponsor: Gifts or monetary support over \$250 to go directly to our Veterans.**

- Logo Placement on Veterans Gift Drive Event Page

## Sponsorship Benefit Notes

\*Must be approved by FIT before placement

\*\*Company Highlight must be a maximum of 200 words for the website and 100 words for the email and will include a photo of your company logo or employees. This highlight should explain what your company is and why it's important that your company supports the gift drive.

\*\*\*FIT will deliver gift box at drop-off location for your company to use. TMAACC will then pick up gifts and gift box at the end of drive. Maximum of 3 locations.

\*\*\*\*Photo Opportunity: When FIT delivers gift box to your location, FIT staff will take a picture of sponsor's staff with box to promote on social media sites. FIT will send photo to sponsor to use in marketing the event.

## Communications for the Veterans Gift Drive

FIT begins promoting the Veterans Holiday Gift Drive in September through press releases, social media, and email communications.

Press Releases:

- FIT will send out a press release to news media in September to announce the Veterans Gift Drive, a press release and media advisory announcing when the gifts will be dropped off, and a press release after the gifts are dropped off.
- Past media outlets who cover Veterans Gift Drive: ABC, Daily Local, CBS, Pottstown Mercury and Patch.

Social Media:

- FIT promotes the Veterans Holiday Gift Drive on TMAACC's (Foundation Manager) Facebook, Twitter, Instagram and LinkedIn from September to December. There is an average of 4 posts per month during the promotion. Late November and December average about 7 posts a month.

Email Communications:

- The Veterans Holiday Gift Drive is promoted through TMAACC's email distribution list. Emails are sent out to over 2,000 people twice in September, three times in November and four times in December. It is also promoted on TMAACC's Monday Morning Memo, which goes out to over 1,000 people every Monday morning. The Veterans Gift Drive is mentioned once a month in the Monday Morning Memo.

## Contact

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