




Dear St. Mary's County business owner,

Right here in St. Mary's County, many children are living in poverty. That's why **Deep Launching, Inc.**, a 501 (c) 3, non-profit organization has decided to take action.

Deep Launching's mission is to provide homeless and low-income children, families and veterans with immediate and sustainable relief in the Southern Maryland region. For the winter of 2018, Deep Launching is seeking sponsorship to help purchase brand new winter coats to economically disadvantaged children living in Lexington Park, Maryland. ***We want to partner with your company to give a gift of a new coat to each student attending Lexington Park Elementary School where 66% of the students are enrolled in the Free or Reduced Lunch program.*** This simply means that the families of these children may have a difficult time purchasing basic necessities for their children and we want to help through **Operation WARM.**

Operation WARM is a program with the potential to strengthen the Lexington Park community in more ways than one. Beyond warmth, a new coat positively impacts a child's school attendance, self-esteem, and overall health and well-being.

We need **YOUR HELP!** The more partners involved in this community effort, the more local children we can reach. As a sponsor, you would have the opportunity to:

-  VOLUNTEER AT OUR COAT DISTRIBUTION EVENT.
-  BE PUBLICLY RECOGNIZED FOR YOUR SUPPORT THROUGH PLACING YOUR LOGO ON COMMUNITY FLYERS AND ON OUR WEBSITE.
-  SEE YOUR DONATION AT WORK!

During this **Operation WARM** event on Saturday, November 17, 2018, we will also distribute basic hygiene needs and your company is welcome to donate to the Toiletry and Snack Bag Drive as well. Finally, we gratefully accept *monetary donations* to fund this initiative at www.deeplaunching.org. 100% of your donation is tax-deductible.

Without your help, our goal of reaching **500+ children at Lexington Park Elementary School** may be diminished. Please help us make a difference and experience, first-hand, the joy that comes along with putting a brand new coat on a local child in need.

Kindly review our sponsorship levels attached and contact us to further discuss this opportunity. I can be reached at launchingdeep@gmail.com or 240.396.7001 (Call or Text) Thank you so much for your consideration.

Sincerely,



Masada F. Johnson
President
Deep Launching, Inc.

SPONSORSHIP LEVELS 2018



Sponsorship Level I - \$2,200

This level of sponsorship will purchase **100 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, logo on Deep Launching's website and mention on social media outlets.

Sponsorship Level II - \$1,650

This level of sponsorship will purchase **75 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, logo on Deep Launching's website and mention on social media outlets.

Sponsorship Level III - \$1,100

This level of sponsorship will purchase **50 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, logo on Deep Launching's website and mention on social media outlets.

Sponsorship Level IV - \$770

This level of sponsorship will purchase **35 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, logo on Deep Launching's website and mention on social media outlets.

Sponsorship Level V - \$600

This level of sponsorship will purchase **27 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, logo on Deep Launching's website and mention on social media outlets.

Sponsorship Level VI - \$500

This level of sponsorship will purchase **22 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, logo on Deep Launching's website and mention on social media outlets.

Sponsorship Level VII - \$400

This level of sponsorship will purchase **18 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, logo on Deep Launching's website and mention on social media outlets.

Sponsorship Level VIII - \$300

This level of sponsorship will purchase **13 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, and logo on Deep Launching's website.

Sponsorship Level VIII - \$250

This level of sponsorship will purchase **10 new coats** for low-income children at Lexington Park Elementary School. The benefits for this sponsorship include signage at the scheduled event, and logo on Deep Launching's website.

TO MAKE AN ONLINE DONATION, PLEASE VISIT: www.deeplaunching.org

Deep Launching is a 501(c)(3) organization. All sponsorships are 100% tax-deductible.

Tax ID Number: 46-2033241

more than a coat

OPERATION®
warm

more
than
a coat®

deep
www.deeplaunching.org
launching, inc.
"going where they are, to help those in need"

Save The Date

Help a low-income child!

Saturday, Nov. 17, 2018, 1 pm - 3 :30 pm

Lexington Park Elementary School

46763 S Shangri-La Dr, Lexington Park, MD 20653



- * Be a coat sponsor *
- * Donate non-perishable items towards "snack bags"*
- * Donate toiletry items *
- * Donate a monetary gift *
- * Volunteer *

deeplaunching.org * 240.396.7001