

## Media Partnerships

### In-Kind

We recognize the importance of in-kind media sponsorship as it plays a significant role in helping us raise awareness and support for Secret Santa's mission. Your in-kind media sponsorship allows us to share our message, engage the community, and make a positive impact on families and children in need during the holiday season.

By providing in-kind media sponsorship, you contribute to:

1. **Promoting Awareness:** Your media sponsorship helps us reach a wider audience and spread the word about our initiatives, events, and programs. This increased visibility is crucial in ensuring that families in need are aware of the support available to them and that potential volunteers and supporters can join our cause.
2. **Generating Support:** In-kind media sponsorship enables us to effectively communicate our mission and values, inspiring individuals and businesses to get involved, whether through volunteering, donating, or other means of support.
3. **Amplifying Impact:** With your media sponsorship, we can amplify the impact of our activities, highlighting success stories, showcasing the difference made on a local level, and motivating others to join our efforts.

As an in-kind media sponsor, you will receive the following recognition and benefits:

1. **Acknowledgment:** Your sponsorship will be prominently acknowledged in our media campaigns, including print, online, radio, and television promotions. This acknowledgment showcases your commitment to giving back to, and supporting the community.
2. **Logo Placement:** Your company's logo will be prominently displayed on our promotional materials, including event posters, banners, flyers, and online platforms.
3. **Website and Social Media Exposure:** We will feature your company's logo and a link to your website on our official website and social media platforms, further enhancing your brand visibility.
4. **Certificate of Appreciation:** You will receive a personalized certificate of appreciation, recognizing your in-kind media sponsorship and the impact it has on our organization.
5. **Collaboration Opportunities:** We are open to collaboration and joint initiatives to maximize the reach and effectiveness of our media efforts.

Your in-kind media sponsorship plays a crucial role in helping us fulfill our mission of bringing joy, support, and hope to families and children in need. Through your support, we can create a stronger sense of community and make a positive difference in the lives of local families and children in need.

Thank you for considering providing in-kind media sponsorship to Saskatoon Secret Santa. Your generosity and partnership are essential to our success, we are excited to work together to make a meaningful impact in our community.



Supporting  
Secret Santa