



Coat Drive Giveaway Proposal

PREPARED BY:

Drive
SUPPLIES



Introduction

In Michigan, a staggering 1.3 million people endure poverty, with many braving the biting winter cold without a proper coat. The United States Environmental Protection Agency has documented over 19,000 cold-related deaths since 1979, underscoring the critical need for warmth. A coat isn't just an article of clothing; it's a lifeline during Michigan's brutal winter months.

This urgent need inspired the launch of Drive Community Events Foundation, an initiative dedicated to keeping families and communities warm. Since its inception, Drive Community Events Foundation has touched lives, delivering over 20,000 warm coats and winter accessories to families across Michigan. Our mission is simple: to provide the warmth that fosters health, safety, and hope during the harshest times of the year.

Our goal is simple yet profound: to reduce expenses for our community and spread warmth and kindness where it's needed most. Together, we can make a significant impact.

Project Scope

This winter, the Drive Community Foundation Coat Giveaways initiative is set to warm the hearts and homes of families in Oakland and Wayne County. We aim to distribute 5,000 brand-new winter coats along with 1,000 winter gear accessories to those in need.

As part of our mission, DCFC will partner with Crescent Academy, Weston Academy, and Redford Academy—schools that qualify for Title 1 status and additional federal funding to support low-income students. By providing new coats to these students and their families, we hope to alleviate some of the financial burdens they may face.

Beyond the schools, our outreach extends to Lighthouse of Oakland County and HOPE Shelters, ensuring that more individuals benefit from our efforts. Additionally, we will reserve a portion of our coats for local organizations that regularly seek donations, helping even more people stay warm during the cold months.



Community Impact



School Impact



Economic Development

Sponsor Package

IMPACT Sponsor

Social Media Mentions
LOGO on Coat Hang Tag
Email Marketing
Impact Report Mention
Pickup Location Signage
Website Recognition
Press Release
Gift Bag Branding
Sponsor Highlight Video

\$1,000 - \$4,999

GENEROSITY Sponsor

Social Media Mentions
LOGO on Coat Hang Tag
Email Marketing
Impact Report Mention
Pickup Location Signage
Website Recognition
Press Release
Gift Bag Branding
Sponsor Highlight Video
Sponsorship Table at Pickup Location/Schools
Co-Branding Opportunities

\$10,000 - \$19,999

TRAILBLAZER Sponsor

Social Media Mentions
LOGO on Coat Hang Tag
Email Marketing
Impact Report Mention
Pickup Location Signage
Website Recognition
Press Release
Gift Bag Branding
Sponsor Highlight Video

\$5,000 - \$9,999

CHANGE AGENT Sponsor

Social Media Mentions
LOGO on Coat Hang Tag
Email Marketing
Impact Report Mention
Pickup Location Signage
Website Recognition
Press Release
Gift Bag Branding
Sponsor Highlight Video
Branded Poly Plastic Bags
Sponsorship Table at Pickup Location/Schools
Co-Branding Opportunities
Radio Mention
VIP Event Access

\$20,000 +

Benefits for Sponsor

Social Media Mentions

Regular Shout-outs and thank-you posts on social media platforms.

Logo on Coat Hang Tags

Your logo featured prominently on all coat hang tags distributed.

Email Marketing

Inclusion of your logo and a thank-you message in email newsletter and campaign updates. Currently 15,000 subscribers.

Impact Report Mentions

Feature in the organization's annual report, showcasing your impact and support

Pickup Location Signage

Your logo on banners, flyers, and signage at coat collection and signage at coat collection and distribution events.

Website Recognition

Your logo and link on the coat drive's official website and event page.

Press Release

Mention of sponsors in all press releases and media coverage related to the coat drive.

Gift Bag Branding

Your logo and business literature incorporated in gift bags distributed at the event.

Benefits for Sponsor

Sponsor Highlight Video

Creation of a video highlighting your contribution, shared across all digital channels.

Branded Poly Plastic Bags

Your branding on the poly plastic bags used for coat distribution.

Sponsorship Table

A dedicated table for sponsors at key locations, providing an opportunity to engage with the community and promote your brand.

Co-Branding Opportunities

Custom co-branded promotional items (e.g., hats, gloves) distributed alongside the coats.

Radio Promotion

Mention of sponsors in radio advertisements and interviews, providing wide-reaching community exposure.

VIP Event Access

Invitations to exclusive events or meetings related to the coat drive for top sponsors.



**Thank you -
Let's help keep
our community
warm!**

Contact



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