



2022 PARTNERSHIP



DEAR COMMUNITY PARTNER,

Thank you for making 2021 a successful year for giving back in our local community. With your support, we gave 30,000 bags of free school supplies to students across North America through **Southwire's 17th Annual Back to School Giveaway**, ensured children in the Carroll County area had a gift to open at Christmas by collecting over 6,500 toys at **Southwire's Toys For Tots** event, and collected and distributed six tractor trailers of supplies to the communities in Kentucky that were impacted by the tornadoes in late December through **Southwire's Disaster Relief** drive.

Each of these events had a large impact in our communities, and they wouldn't have been as successful without each of you!

As we prepare to give back in 2022, **Southwire's Project GIFT** will be focused in three areas throughout the year: sustainability, education and providing hope for the holidays. We invite you to partner with us in these endeavors by supporting all three through the new **Project GIFT Elite Partnership** OR selecting one or more events that align with your organization's goals. Through our partnerships over the years, we've seen the impact that can be made when we work together, especially during these most recent unprecedented times.

Let's join our forces to make this a record-breaking year for giving back. Your tax-deductible monetary or in-kind donation will help us to do just that!



EVENTS

WALK FOR WATER

April 16, 2022

Project GIFT is partnering with Water Mission to host a unique event where participants have the opportunity to walk in the shoes of our global neighbors who lack access to safe, clean water. By partnering with us, you can help end the global water crisis. This year, funds will go specifically to those in need of clean water in Mexico.

This initiative is near and dear to Southwire as we have operations in Mexico and we want to rally to give back to our local community there where our employees live and work.

For more information please visit walkforwater.com/southwire



BACK TO SCHOOL

July 30, 2022

Every July, thousands of children and their families take part in the largest Project GIFT event of the year where Southwire gives free school supplies to those who attend. This year we plan to give out 30,000 bags to children all across North America!

The West Georgia community event will be held in a drive-thru format, identical to last year's event. We will make sure to follow Southwire's policy and guidelines from the CDC in order to keep everyone as safe as possible.



TOYS FOR TOTS

December 8-9, 2022

Each year, Southwire's Project GIFT partners with Toys for Tots to host a collection drive where community members can donate new, unwrapped toys to boys and girls throughout Carroll County. Toys for Tots is an organization dedicated to collecting toys for less fortunate children.

Last year, with the support of our generous partners, Project GIFT donated more than 6,500 toys to families in the Carroll County community! Our goal this year will be to collect over 6,500 toys!



PROJECT GIFT ELITE PARTNER:

\$10,000

ALL 3 EVENTS

Presenting Partnership benefits at ALL three events PLUS Opportunity to set up a tent on event days at Walk for Water and Back to School and to attend all live radio broadcasts during Toys for Tots

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| <p>PRESENTING PARTNER: \$5,000 EACH EVENT</p> | <p>Premier Partnership Benefits PLUS Opportunity for a shoutout on event day live stream, Logo on water buckets and t-shirts</p> | <p>Premier Partnership Benefits PLUS Opportunity to include print materials or branded items in bags</p> | <p>Premier Partnership Benefits PLUS Opportunity to attend live radio broadcast</p> |
| <p>PREMIER PARTNER: \$2,500 EACH EVENT</p> | <p>Senior Partnership Benefits PLUS Logo on digital billboards and walkway signs</p> | <p>Senior Partnership Benefits PLUS Logo on digital billboards</p> | <p>Senior Partnership Benefits PLUS Logo on digital billboards</p> |
| <p>SENIOR PARTNER: \$1,500 EACH EVENT</p> | <p>Junior Partner Benefits PLUS Logo on social media ads and roadside banners</p> | <p>Junior Partner Benefits PLUS Logo on social media ads and roadside banners</p> | <p>Junior Partner Benefits PLUS Logo on social media ads and roadside banners</p> |
| <p>JUNIOR PARTNER: \$750 EACH EVENT</p> | <p>Primary Partner Benefits PLUS Organization mention in Newspaper and Radio Ads</p> | <p>Primary Partner Benefits PLUS Organization mention in Newspaper and Radio Ads</p> | <p>Primary Partner Benefits PLUS Organization mention in Newspaper and Radio Ads</p> |
| <p>PRIMARY PARTNER: \$500 EACH EVENT</p> | <p>Logo on event day banners and on registration website</p> | <p>Logo on event day sponsor banners</p> | <p>Logo on event day sponsor banners</p> |

NEED MORE info?



CONTACT US!

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CONFIRM YOUR PARTNERSHIP
————— TODAY!

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