

# 15:11PROJECT

Fall 2023

Joe & Debbie Madrid  
The 15:11 Project Corporation  
El Paso, Texas

To Whom It May Concern,

The 15:11 Project was born from a simple belief: EVERY CHILD deserves the joy of unwrapping a gift on Christmas morning. Over 10 years ago, we discovered a heartbreaking reality in our community - hundreds of children ages 1 to 18 wake up on Christmas morning without a single gift. Even more distressing, many of these youngsters lacked warm jackets and lived in homes without proper heating during the harsh winter months. We could not stand by and let this continue to be their reality.

Over the past 12 years, what began as a family initiative to bring joy to five children has blossomed into a collaborative effort, with dozens of dedicated volunteers contributing their time, resources, and funds. Together, we've touched the lives of over 480 students and their families, providing them with toys, food, clothing, heaters, and jackets during the holiday season. As our awareness of this need has grown, so has our response.

And now, we invite you to join us in making a difference:

With your support, we can directly impact hundreds of families and over 875 students and their families in our community. The basics we often take for granted, *such as food and a working heater*, are luxuries for some. We are actively seeking Corporate Sponsors to help us achieve our mission.

There are Five Levels of Giving::

## **Diamond Sponsors: \$1,500.00 or More**

- Personal Slide prominently displayed on the day of the event
- Personal Business Social Media Post
- Diamond Group Social Media Post
- Diamond Group placement on the sponsor T-Shirt
- Sponsor Plaque
- Two Sponsor T-Shirts
- Digital Photo and Video Recap of the Event
- Tax Write-Off Receipt for Your Donation to Our Non-Profit

## **Platinum Sponsors: \$1,000.00 to \$1,499.99**

- Prominent placement on the Platinum Group Slide during the event
- Platinum Group Social Media Post
- Platinum placement on the sponsor T-Shirt
- Two Sponsor T-Shirts
- Digital Photo and Video Recap of the Event
- Tax Write-Off Receipt for Your Donation to Our Non-Profit

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## **Gold Sponsors: \$500 to \$999.99**

- Featured placement on the Gold Group Slideshow during the event
- Gold Group Social Media Post
- Gold placement on the sponsor T-Shirt
- Two Sponsor T-Shirts
- Digital Photo and Video Recap of the Event
- Tax Write-Off Receipt for Your Donation to Our Non-Profit

## **Silver Sponsors: \$250 to \$499.99**

- Highlighted on the Silver Group Slide during the event
- Silver Group placement on the sponsor T-Shirt
- Silver Group Social Media Post
- Exclusive Invitation to the Sponsor Banquet with Recognition
- One Sponsor T-Shirt
- Digital Photo and Video Recap of the Event
- Tax Write-Off Receipt for Your Donation to Our Non-Profit

## **Bronze Sponsors: \$150 to \$249.99**

- Recognized on the Bronze Group Slide during the event
- Bronze Group Social Media Post
- Bronze Group placement on the sponsor T-Shirt
- One Sponsor T-Shirt
- Digital Photo and Video Recap of the Event
- Tax Write-Off Receipt for Your Donation to Our Non-Profit

This year, our reach extends to 4 communities in our area:

San Elizario, Fabens, Tornillo and Canutillo. Partner with us to become a beacon of hope and a Christmas miracle in the lives of those in need. Sponsors are not only welcome but encouraged to join us on the day of the giveaway to assist in distributing gifts and food. You can also lend a hand in packing up the semi-truck the night before the event. Additional T-shirts and banquet seats and meals will be available for purchase.

We appreciate your time and consideration in partnering with us for this cause. Together, we can **Be Their Miracle!**

With heartfelt gratitude,

*Joe and Debbie Madrid*

15:11 Project Directors and Founders