



Sleep Out for Warmth 2015

Dear Friend,

It's that time of the year again; the days are getting shorter and the nights are getting colder. Before long we will be full swing into heating season again, so Sleep Out for Warmth is back in action for its fifth year of raising awareness about the importance of energy assistance programs and helping raise money to assist eligible residents access these critical services.

You can help support this year's Utility Assistance program by purchasing a sponsorship at one of the levels below or even participate in the event. Your support will help make this a great event and will increase the visibility of Sleep Out for Warmth.

This year's Sleep Out will be held on November 4th on the lawn of the Grand Traverse Civic Center along Grandview Parkway, a limited number of tent sponsorship opportunities are available so sign up today. You can sponsor one or more of the overnight spots for one of our special guests or purchase a spot of your own and bring your favorite tent to sleep out for warmth. You can help make a difference to those who will struggle with heating costs this coming season.

Attached is a list of this year's participating community leaders who will be sleeping out in tents at the event to show their support. Also included are details about our media partners and how they will be helping to broadcast our efforts.

Sponsorship opportunities are detailed below:

(5) Firestarter Sponsor \$1,084

Bring your own logoed tent or support one of our distinguished guests and have your logo displayed on their tent, formal recognition at the event and in media communication. Sponsorship includes camping for up to 5 people. (Provides emergency heating reconnect assistance this winter for one family)

(15) Distinguished Camper Sponsor \$271

Sponsor one of our Community Leader's tents – Sponsor one of our special guests and have your logo placed on their tent. (Provides one month of utility assistance this winter for one family)

(10) NMC Camper Sponsor \$271

Sponsor one of our 10 NMC student camper spots so they can sleep out for a cause and have your logo placed on their tent. (Provides one month of utility assistance this winter for one family)

(40) Be a Camper \$271

Bring your own tent logoed or un-logoed and sleep out for a great cause: includes camping for up to 5 people. (Provides one month of utility assistance this winter for one family)

Don't want to camp out but still want to help? – Visit our Crowd Sourcing page at:

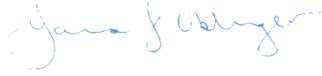
www.nmcaa.net/sleepout.asp make a donation or share it with your friends and colleagues (or do both).

As always, our winters are unpredictable and if this year shapes up to be anything like last year, we know there will be a tremendous need for emergency utility assistance once again this heating season. Please help with your sponsorship today, so we can make an impact this season.

With much gratitude,



Kevin Bavers
Director of Advancement, NMCAA



Laura Oblinger
Executive Director, TC Chamber of Commerce

Proudly supported with underwriting generously provided by DTE Energy and Consumers Energy; proceeds benefiting Northwest Michigan Community Action Agency's Utility Assistance program.



*** Pledge Form Attached**



Sleep Out for Warmth 2015

I would like to help make a difference with utility assistance this year.

Please accept my enclosed donation of _____ for the sponsorship opportunity: _____ (Please see letter for sponsorship levels.)

I will be attending and camping out overnight. I will be attending, but not sleeping out.

I will not be attending the event, but would like to make a contribution.

Organization	
Name	
Title	
Address	
City	
State	
Zip	
Phone:	
Email:	
Number of Attendees:	

Please enclose your check made payable to: NMCAA

Mail to: NMCAA - Sleep Out
3963 Three Mile Rd.
Traverse City, MI 49686

Or pay by credit card:

MasterCard Visa Discover American Express

Total Amount \$ _____

Acct# _____ Exp. Date _____

Signature _____ 3 digit code _____