

Make A Difference!
Save Our Seniors...



What Is Meals on Wheels Adopt A Route?

“Community Marketing with A Heart”

Dear Friends,

Corporate community involvement is on the rise as more companies recognize the many benefits of being socially responsible. *The Meals on Wheels of Norman 2011 Adopt A Route campaign is an opportunity to create a Marketing Package for you that will display to the Norman Community your support for local non-profits and at the same time allow you get the most exposure from your advertising dollar.*

Create Your Own Marketing Package ... It's Easy!

- 1. Choose A Sponsorship Level**
- 2. View the Incentives you will Automatically Receive**
- 3. Design your Community Marketing Package from our 3 Categories:**
(a) Community & Web Marketing (b) Advertising (c) Special Event Marketing
- 4. We'll do the Work!**

Target Audience - Who Will See The Message?

Projected Reach:

- 300 individual Meals on Wheels clients
- 175 individual volunteers
- 4,000 individual supporters
- 70,000 individuals through website and social media exposure

By partnering with Meals on Wheels through the Adopt A Route campaign, your business will reach a target audience of upstanding individuals in the Norman Community who care about making our hometown a better place to live.

The Meals on Wheels Adopt A Route campaign is a great way to show your compassion for Norman's "Greatest Generation," the ill, disabled, and elderly and help your business gain outstanding exposure!

Thank you for all you do for the Norman Community! For more information about becoming a 2011 Adopt A Route sponsor, please contact Summer McGuire at (405) 321-7272 or by email at summer@mealsonwheelsnorman.com. Please also visit the Meals on Wheels website at www.mealsonwheelsnorman.com.

Sincerely,

David Joplin, APR, MA
Adopt A Route Chair
Meals on Wheels of Norman Board of Directors



United Way of Norman
Partner Agency

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