

# The Second Annual



## Santa Cause Business Sponsorship Information

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Santa Cause is a super charity, supporting existing charities in Walworth County referred to as “The Twelve Charities of Christmas” & performs Random Acts of Kindness throughout our community.

**A REGISTERED 501(C)3 CHARITY**  
SantaCauses.Org

PO Box 519, Williams Bay, WI 53191  
262.686.9920  
nancy.waspi@santacauses.org

# Your sponsorship helps to support the Twelve Charities of Christmas Tree Festival!

## What is the Tree Festival?

Each charity creates a themed winter wonderland by first decorating a Christmas tree. Next, they surround their tree with an abundance of marvelous prizes, all based on their selected theme. When visitors attend the Tree Festival they can purchase raffle tickets to enter into any of the Twelve Charities of Christmas raffle boxes.



They have a chance to win the grand prize and/or many other prizes.

*100% of the festival proceeds go directly to the 12 Charities of Christmas*

## How does this affect you as a potential business sponsor?

There are many marketing opportunities for our potential sponsors!



Businesses saw a significant increase in customer traffic during the 6-week timeframe of this event

6,600 attendees



Dollars raised for charities

## Mission Statement:

Bring awareness and support charities that do so much for people in our county. In addition, it will bring people in our communities and businesses during the winter season.

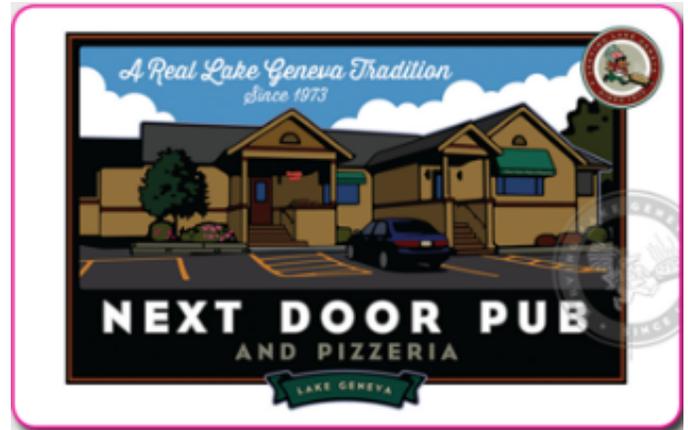
Join the legacy; support Santa Cause in serving these charities. Be part of building family traditions for generations to come!



# Gift Card Purchases, Restaurant Receipt Lines, and Grocery Store Add-Ons

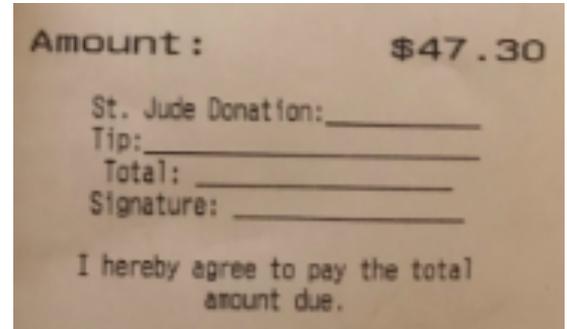
## Gift Card Purchases

The customer buying the gift card pays full price for the card and the recipient gets the full face value to spend however he or she chooses—just like any other gift card. But unlike regular gift cards, the issuing company then donates a portion of that sale to Santa Cause. So if a customer buys a \$50 gift card, for example, the recipient receives a \$50 gift card to spend at the business. The merchant then donates a monetary value previously agreed upon of the \$50 to Santa Cause.



## Restaurant Receipt Lines

When the customers finish dining, the waiter will bring the bill. The bill will read normal having a line for total and tip. However, there will also be a line for Santa Cause donation where they can write in an amount they are comfortable with to add onto their total.



## Grocery Store Add-On

When checking out at the store, a cash register clerk asks if they would like to round up their bill to the nearest dollar and donate the rest to a charity. Cashiers may also ask if the customer would like to donate a specific monetary amount.



<b>BECOME A SPONSOR</b>	<b>ANGELS \$5,000</b>	<b>SNOWMEN \$2,500</b>	<b>CRYSTALS \$1,000</b>	<b>ICICLES \$500</b>	<b>SNOW FLAKES \$250</b>
Customized sign at your business as a proud sponsor of Santa Cause (POS)					
Logo placed on Santa Cause website with link & listing					
Announcement in press releases as a sponsor					
Complimentary tickets aboard the Santa Cruise	 16	 8	 4	 2	
Logo on printed advertising					
Logo in all programs & printed materials					
Marked as official sponsor on all Santa Cause signage					
Able to display marketing materials at the Charity Tree Festival					
Mention in commercials aired on 96.1FM					
Company logo on banners displayed at venue					
Logo on raffle tickets					
Logo on Santa Cruise boat tickets					
Business name in lights					
Receive a sponsor night to handout branded items at the Tree Festival					
Logo placed on social media ads					
Speech by company spokesperson at the raffle drawing event					
Logo and link on Santa Cruise landing page					

**Please indicate method of payment and any special notes**

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone \_\_\_\_\_

Contact Email: \_\_\_\_\_

**Payment**

Check Enclosed: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp Date \_\_\_\_\_ Code \_\_\_\_\_

Business Phone: \_\_\_\_\_ Website: \_\_\_\_\_

CC Signature: \_\_\_\_\_

**Please send your logo in Vector, PDF, & JPEG format to Kacey Gallup  
(kacey.gallup@gagemarine.com)**

**Sponsorship Level**

\_\_\_\_\_ Angels \$5,000

\_\_\_\_\_ Snowmen \$2,500

\_\_\_\_\_ Crystals \$1,000

\_\_\_\_\_ Icicles \$500

\_\_\_\_\_ Snow Flakes \$250

Email completed form to Nancy Waspi at [nancy.waspi@santacauses.org](mailto:nancy.waspi@santacauses.org)  
Or mail to PO Box 519, Williams Bay, WI 53191