

2024 SPONSORSHIP PACKET

CanDo Initiative
PRESENTS

Special Santa is Coming to Town



*Saturday, Dec 14th 2024
9am - 3pm*

Help keep the twinkle alive in the eyes of children with special needs

*A*ll of the Elves have been hard at work prepping for *Special Santa* on December 14th. The Santa-Mobile is getting a new coat of red paint and Santa's Workshop is looking especially sparkly and bright!

Special Santa provides an unforgettable experience for children with special needs and their families. All Santas have experience working with special needs kids. Understanding and supportive volunteers warmly welcome families upon arrival.

There are no long wait lines. At Santa's Workshop, children can participate in supported activities, crafts, and sensory experiences, build mini-LEGO kits, and pet service dog puppies until Mrs. Claus brings them to a private room to visit (and warm up to) Santa. No child is rushed. For many, this is the first time their child has been willing to sit with Santa.

All families receive a FREE, professional photo, with an option to purchase more. Receiving an official Santa picture is a huge milestone and a source of great pride.

Some families might be more comfortable if Santa came to them so they have the option of having Santa and Mrs. Claus visit outside homes with photo opportunities of them and the Jingle-All-The-Way Santa-Mobile ride. All of the children will receive a Santa Craft Bag filled with creative and fun holiday activities and crafts, including a mini-LEGO kit.

Craft bags, Santa Workshop Posters, and posts on our social media pages and website will highlight each of our wonderful sponsors. *Special Santa* is a zero-profit event put on by unpaid volunteers and sponsors.

*Your sponsorship will bring the magic of Special Santa
to amazing children that still believe*



About Us

Nineteen years ago, *Special Santa* was created by a group of families with children with disabilities who struggled with the traditional "Santa Mall" visit. Kids couldn't stand in those long lines, the experience was rushed and overwhelming, and, in the end, it was all so very disappointing and upsetting. *Special Santa* was crafted to eliminate all the worries and anxieties these families face in the hopes of a magical moment with Santa. Thanks to the support of dedicated sponsors and passionate volunteers, *Special Santa* is still spreading the Santa magic to over 120 families each year.

As the event grew, we looked for ways to expand *Special Santa* to reach children who cannot visit Santa in-person, even in the special circumstances that it provides. We have expanded and added a Santa-Mobile option where Santa visits families at their home in his Santa-Mobile allowing for photo opportunities with him and Mrs. Claus.

Each option will have an experienced Santa who is comfortable working with children with disabilities, and Mrs. Claus and a merry band of Elves will be on hand, all to provide that warm, understanding experience families come to expect from *Special Santa*.

Let's make the 2024 holiday season full of happiness and wonderment for some amazing children and their amazing families. With full hearts, we thank you for your sponsorship of *Special Santa*.

Michelle Shaw

Santa Elf of Sponsorship

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Sponsorship Packages

PRESENTING SPONSOR - \$2000

- Most prominent and visible of all the sponsorships available.
- Name and logo featured as "Presenting Sponsor" on posters, plus digital advertising, including presence on website and social media
- Featured on Special Santa Registration & Volunteer Sign-Up Website
- Featured in Mrs. Claus' social media posts & in letter from Santa
- Featured on Thank You Car Magnet on Santa-Mobile & on posters in the Special Santa's Workshop
- Acknowledgement in all Thank Yous

VOLUNTEER T-SHIRT SPONSOR - \$1000

- Sponsors the identifying T-shirts for the 75 Special Santa volunteers.
- Name and logo listed as a T-shirt sponsor on posters plus digital advertising including presence on website, social media, and T-shirt selling platform.
- Name and logo on Special Santa Registration & Volunteer Sign-Up Website.
- Name and logo on Thank You Car Magnet on Santa-Mobile & on posters in Special Santa's Workshop
- Acknowledgement in Mrs. Claus' social media posts & in letter from Santa
- Acknowledgement in all Thank Yous

GAS & SANTA-MOBILE SPONSOR - \$600

- Helps to provide the gas and decorations for the vehicles transporting Santa and Mrs. Claus in the Santa-Mobile
- Logo listed on posters and digital advertising, including website and social media.
- Logo on Special Santa Registration & Volunteer Sign-Up Website.
- Name and logo on Thank You Car Magnet on Santa-Mobile & on posters in Special Santa's Workshop
- Acknowledgement in all Thank Yous

VOLUNTEER FOOD SPONSOR - \$500

- Helps to provide lunch for the 75 volunteers needed to run Special Santa.
- Logo listed on posters and website.
- Logo on Special Santa Registration & Volunteer Sign-Up Website.
- Name and logo on Thank You Car Magnet on Santa-Mobile & on posters in Special Santa's Workshop
- Acknowledgement in all Thank Yous

SANTA'S CRAFT BAG SPONSOR - \$400

- Helps to provide all the crafts and packaging for the Santa's Craft Bags.
- Logo listed on posters and website.
- Name and logo on Thank You Car Magnet on Santa-Mobile & on posters in Special Santa's Workshop
- Acknowledgement in all Thank Yous

SPONSOR A SANTA & ELF - \$200

- Helps provide the yearly expenses of outfitting Santa, Mrs. Claus, and Elves.
- Logo listed on posters and website.
- Name and logo on Thank You Car Magnet on Santa-Mobile & on posters in Special Santa's Workshop
- Acknowledgement in all Thank Yous

GENERAL & IN-KIND DONATIONS

- All donations, monetary and in-kind, are welcome.
- Name and logo on website.
- Acknowledgement in all Thank Yous



*Sponsorship Deadline,
December 7th*

Yes! I want to support 2024 Special Santa Event

Level of Sponsorship

- ___ **PRESENTING SPONSOR - \$2000**
- ___ **VOLUNTEER T-SHIRT SPONSOR - \$1000**
- ___ **GAS & SANTA-MOBILE SPONSOR - \$600**
- ___ **VOLUNTEER FOOD SPONSOR - \$500**
- ___ **SANTA'S CRAFT BAG SPONSOR - \$400**
- ___ **SPONSOR A SANTA & ELF - \$200**
- ___ **GENERAL OR IN-KIND. VALUE: _____**

Contact us

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Company Name

Contact Name

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Telephone

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