



**SECRET
SANTA**

Discover the Joy of Giving Back and Spreading Holiday Cheer!

Are you ready to make a difference in the lives of families and children during the holiday season? Become a sponsor of Secret Santa or a Community Partner and be part of something truly special.

Sponsorship Opportunities: As a sponsor, you directly contribute to bringing joy to families and children in need. Your support provides age-appropriate toys, new books, food hampers, and essential resources. Showcase your commitment to community welfare and corporate social responsibility while gaining valuable recognition for your generosity.

Community Partner Role: Not ready for sponsorship? You can still make a significant impact by becoming a Community Partner. Host a toy drive or collect monetary donations and spread the spirit of giving throughout your workplace or community. Your efforts, no matter the size, will help create a brighter holiday season for those who need it most.

Why Choose Us?

- ★ With a 40-year history, Secret Santa helps create cherished memories for families in need.
- ★ We've brightened the holidays for countless families, fostering a sense of togetherness and community spirit.
- ★ Engage your team in a rewarding and heartwarming experience – what better way to build camaraderie?
- ★ Explore opportunities to gain exposure and recognition for your commitment through logo placement, corporate mentions, and more.

Join us in bringing joy, hope, and love to families and children. Together, we can create a season of warmth and happiness. Visit saskatoonsecretsanta.ca or contact **Terri Diener** at terri@sparkbookings.com or (306) 220-1505 to explore your options today!

Let's make this holiday season magical for all.

Secret Santa Team





Title Sponsorship

\$20,000

As the esteemed Title Sponsor of the Secret Santa campaign for the years 2023, 2024, and 2025, your company will take center stage as a key partner and driving force behind this heartwarming initiative. With your generous support, we can continue to spread joy and bring the spirit of giving to our community for the next three holiday seasons.

Your prominent role as the Title Sponsor comes with exclusive naming rights to the entire campaign, allowing your company's name and brand to be intricately woven into the fabric of the holiday festivities. The Secret Santa campaign will be officially recognized as "[Your Company's Name] Secret Santa," solidifying your company's commitment to making a lasting impact and creating cherished memories for children and families in need.

As the Title Sponsor, your company will receive the following extensive benefits and recognition:

- Naming rights "Saskatoon Coop Secret Santa"
- Official host of the Campaign Launch at the Coop Food Warehouse
- Corporate representation and speaking opportunity at the Campaign Launch, Elf Rally Night, and Distribution Day
- Name mentions in all media releases with a quote included in the campaign launch media release and media release detailing delivery of food hamper supplies
- Signage and corporate recognition at all three main events including: Campaign Launch, Hamper Building Night, and Distribution Day
- Social media recognition across Facebook, Instagram, and LinkedIn
- Exclusive logo placement on the Secret Santa vehicle for year one
- Corporate mentions on any advertising including, but not limited to, radio
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, print advertising including but not limited to toy bins, posters, promotional cards, and promotional signage
- Should media interviews be conducted, Saskatoon Coop will be provided with an opportunity to contribute



Santa's Workshop Sponsor (Warehouse)

\$15,000 (1 available)

As an exclusive sponsor of Secret Santa's heartwarming workshop, your company's generous support plays a pivotal role in bringing joy and happiness to children in our community during the holiday season. Your contribution directly helps offset the essential expenses, including occupancy fees, utilities, and logistics related to moving supplies in and out of the workshop. With your partnership, we can ensure that every dollar goes directly towards creating a magical experience for the children we aim to serve.

As a token of our immense gratitude for your sponsorship, your company name will receive the following well-deserved recognition:

- Naming rights, "[Your Company Name] Santa's Workshop"
- Workshop branded with your company name
- Name mentions in up to three media releases
- Signage and corporate recognition at all three main events including: Campaign Launch, Elf Rally Night, and Christmas Rush
- Social media recognition across Facebook, Instagram, and LinkedIn
- Corporate mentions on any advertising including, but not limited to, radio
- Opportunity to place pull-up banners throughout the warehouse
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, print advertising including but not limited to posters, promotional cards, and promotional signage

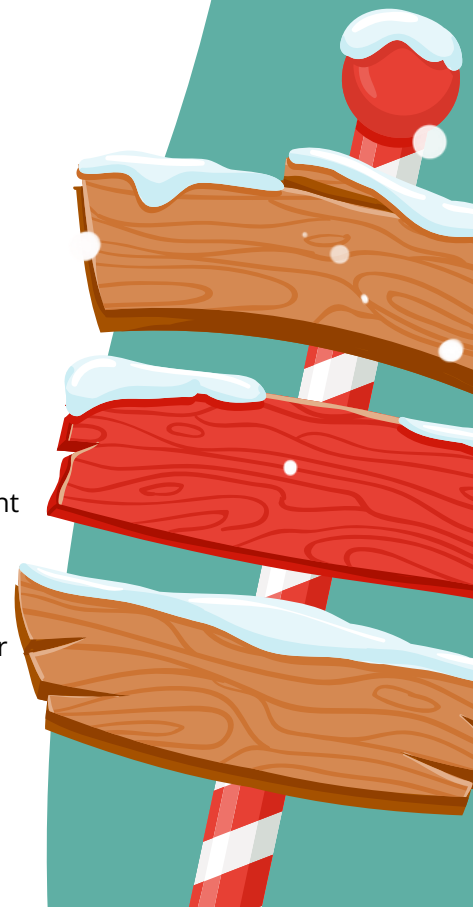
Elf Rally Night (Hamper Build)

\$10,000 (1 available)

The Elf Rally Night is an incredible event that unites corporate partners and community members for a heartwarming cause. On this special night, we come together to assemble 800 food hampers, each filled with essential supplies to support families in need within our community. It's a powerful demonstration of compassion and solidarity, spreading light and hope to those facing challenging circumstances during the holiday season.

For your company and team members, this event offers a unique opportunity to make a meaningful impact while engaging in team building and networking. By joining us at the Elf Rally Night, you'll receive the following recognition:

- Naming rights, Elf Rally Night presented by your company name
- Corporate representation and speaking opportunity at the event
- Name mention and quote inclusion in the media release announcing the event
- Opportunity to hand out swag to volunteers during the event
- Social media recognition across Facebook, Instagram, and LinkedIn
- Corporate mentions in any advertising including but not limited to, radio
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, print advertising including but not limited to posters, promotional cards, and signage



A stylized illustration of a Christmas tree on the left side of the page, decorated with orange and red ornaments and a red star on top. At the base of the tree are several wrapped gifts in purple, pink, and blue with colorful bows. The background is a teal gradient with white snowflake-like dots.

Christmas Rush (Distribution Day)

\$10,000 (1 available)

As the esteemed exclusive sponsor of the Christmas Rush, your company holds a central role in making this heartwarming full-day event a resounding success. Your generous support ensures that families in need experience the true magic of the holiday season as they visit our workshop to receive their toy bags and food hampers. Your sponsorship plays a pivotal role in spreading holiday cheer and bringing joy to those who need it most.

By partnering with us as the exclusive sponsor of the Christmas Rush, your company will receive the following well-deserved recognition and benefits:

- Naming rights, Christmas Rush presented by your company name
- Corporate representation and speaking opportunity at the event
- Name mention and quote inclusion in the media release announcing the event
- Opportunity to hand out swag to volunteers the during the event
- Social media recognition across Facebook, Instagram, and LinkedIn
- Corporate mentions in any advertising including but not limited to, radio
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, print advertising including but not limited to posters, promotional cards, and signage

Christmas Fixings (Hamper Sponsor)

\$5,000

As a sponsor of Secret Santa's food program, your valuable support will directly contribute to offsetting the significant cost of providing food hampers to families in need. Each year, Secret Santa purchases over \$90,000 worth of food, ensuring that families can enjoy a bountiful and nourishing holiday season.

Did you know that it costs Secret Santa only \$112.50 to provide a food hamper for a family of three? Your sponsorship dollars go a long way in making a substantial difference in the lives of these families, ensuring they have access to essential food items during the holidays.

In appreciation of your generous sponsorship, you will receive the following benefits:

- Exclusive logo placement on the food hamper boxes
- Social media recognition across Facebook Instagram, and LinkedIn
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, logo placement in advertising including but not limited to eblasts, posters, promotional cards, and signage

Christmas Card Sponsor

\$5,000

As a sponsor of Secret Santa's gift card program, your valuable support will directly contribute to providing families in need with the flexibility to choose a protein suitable for their dietary restrictions and preferences. This year, Secret Santa aims to purchase \$25,000 worth of gift cards, allowing families to have a personalized and meaningful holiday meal.

In appreciation of your generous sponsorship, you will receive the following benefits:

- Exclusive logo placement on the gift card envelope
- Social media recognition across Facebook, Instagram, and LinkedIn
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, logo placement in advertising including but not limited to eblasts, posters, promotional cards, and signage

Christmas Toy Sponsor

\$2,500

As a sponsor of Secret Santa's toy program, your generous contribution plays a pivotal role in bringing joy and creating cherished memories for families and children in need during the holiday season. Your support ensures that every child receives a gift to unwrap and enjoy, making the holidays a magical and unforgettable experience.

In appreciation of your invaluable sponsorship, you will receive the following well-deserved recognition:

- Exclusive logo placement on toy bag tags
- Social media recognition across Facebook, Instagram, and LinkedIn
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, logo placement in advertising including but not limited to eblasts, posters, promotional cards, and signage

Elf Sponsor

\$1,500

As the official elf sponsor, your generous support plays a crucial role in ensuring that our dedicated volunteers, affectionately known as "elves," have the sustenance and nourishment they need to spread holiday cheer throughout the season. Your sponsorship will provide food and drinks to keep our elves energized and motivated as they work tirelessly to bring joy and happiness to families in need.

In appreciation of your invaluable sponsorship, you will receive the following well-deserved benefits:

- Exclusive logo placement on the refreshment station of Santa's Warehouse and the buffet table
- Social media recognition across Facebook, Instagram, and LinkedIn
- Additional marketing exposure on the Secret Santa website with a link to your corporate website, logo placement in advertising including but not limited to eblasts, posters, promotional cards, and signage



Become a Community Partner

Everyone welcome

While becoming a sponsor might not be feasible at the moment, we invite you to consider becoming a Community Partner. This valuable role allows you to contribute to our mission in a meaningful way by hosting a toy drive or collecting monetary donations in support of Secret Santa. Your efforts will directly benefit families and children in need during the holiday season.

As a Community Partner, you can make a difference in the following ways:

1. **Host a Toy Drive:** Organize a toy drive within your workplace, school, or community organization. Encourage colleagues, classmates, or members to donate new and unwrapped toys, games, and other items suitable for children. Your collected donations will directly contribute to the toy bags we distribute and bring smiles to the faces of children during the holidays.
2. **Monetary Collection:** Set up a monetary collection campaign to raise funds in support of Secret Santa. Even small contributions add up and can make a significant impact. Your collected funds will go towards purchasing toys, books, food, and other essentials for families in need.

As a Community Partner, you will receive the following recognition and benefits:

1. **Acknowledgment:** We will publicly acknowledge your role as a Community Partner on our website and social media platforms. This recognition will showcase your dedication to making a positive impact in the community.
2. **Official Community Partner Decal:** You will receive an "Official Community Partner" decal, recognizing your efforts as a Community Partner and your commitment to supporting families and children in need.
3. **Collaboration Opportunities:** We welcome the opportunity to collaborate and provide resources, guidance, and materials to assist you in hosting a successful toy drive or monetary collection campaign.

Becoming a Community Partner allows you to make a meaningful impact without committing to a monetary sponsorship, which we recognize can be challenging for businesses big or small.

Every effort, no matter the size, helps us spread joy and bring light to families during the holiday season.



Media Partnerships

In-Kind

We recognize the importance of in-kind media sponsorship as it plays a significant role in helping us raise awareness and support for Secret Santa's mission. Your in-kind media sponsorship allows us to share our message, engage the community, and make a positive impact on families and children in need during the holiday season.

By providing in-kind media sponsorship, you contribute to:

1. **Promoting Awareness:** Your media sponsorship helps us reach a wider audience and spread the word about our initiatives, events, and programs. This increased visibility is crucial in ensuring that families in need are aware of the support available to them and that potential volunteers and supporters can join our cause.
2. **Generating Support:** In-kind media sponsorship enables us to effectively communicate our mission and values, inspiring individuals and businesses to get involved, whether through volunteering, donating, or other means of support.
3. **Amplifying Impact:** With your media sponsorship, we can amplify the impact of our activities, highlighting success stories, showcasing the difference made on a local level, and motivating others to join our efforts.

As an in-kind media sponsor, you will receive the following recognition and benefits:

1. **Acknowledgment:** Your sponsorship will be prominently acknowledged in our media campaigns, including print, online, radio, and television promotions. This acknowledgment showcases your commitment to giving back to, and supporting the community.
2. **Logo Placement:** Your company's logo will be prominently displayed on our promotional materials, including event posters, banners, flyers, and online platforms.
3. **Website and Social Media Exposure:** We will feature your company's logo and a link to your website on our official website and social media platforms, further enhancing your brand visibility.
4. **Certificate of Appreciation:** You will receive a personalized certificate of appreciation, recognizing your in-kind media sponsorship and the impact it has on our organization.
5. **Collaboration Opportunities:** We are open to collaboration and joint initiatives to maximize the reach and effectiveness of our media efforts.

Your in-kind media sponsorship plays a crucial role in helping us fulfill our mission of bringing joy, support, and hope to families and children in need. Through your support, we can create a stronger sense of community and make a positive difference in the lives of local families and children in need.

Thank you for considering providing in-kind media sponsorship to Saskatoon Secret Santa. Your generosity and partnership are essential to our success, we are excited to work together to make a meaningful impact in our community.

