

# TWIN CITY SANTA'S 20th ANNUAL TOY DRIVE AND SEMI-FORMAL

**Friday, December 1st 2023**

**8:00 PM to 12:00 AM**

**The Millennium Center**

**101 West Fifth Street, Winston-Salem**

Twin City Santa has been organizing Winston-Salem's premiere holiday toy drive and semi-formal since 2002 to support the holidays for economically disadvantaged children and their families.

The idea is simple. For a ticket price and the purchase of one new, unwrapped toy, guests can enjoy a fun, festive night out in Winston-Salem that includes live music, drinks, food and fun. The ongoing partnership with The Salvation Army, which distributes the toys collected at the event, allows Twin City Santa to have a signature event that kicks off the Holiday Season in Winston-Salem.

In recent years, the event has grown significantly – attracting as many as 1,500 guests from across Forsyth County

---

## **2023 Sponsor Highlights**

**NEW Signage Policy** – we are encouraging sponsors to design and bring their own signage providing increased visibility and flexibility!

Sponsors have access to an exclusive VIP Speakeasy with a private band, separate bars, complimentary cocktails, appetizers and light bites in a quieter area

Thank you for your continued support of Twin City Santa's Toy Drive and Semi-Formal. We can't wait to see you again this year!



## TWIN CITY SANTA SPONSORSHIP LEVELS – 2023

---

### ***VIP Speakeasy Sponsor - \$3,000***

- \* Exclusive sponsor
- \* Signage exclusive to VIP Speakeasy
- \* 12 VIP passes (valued at \$100 each)
- \* Logo on registration website
- \* Social media mentions
- \* Logo and link on main website

### ***NEW! Red Carpet Entrance Sponsor - \$3,000***

- \* Exclusive sponsor
- \* 12 VIP passes (valued at \$100 each)
- \* Large welcome banner outside venue
- \* Logo on registration website
- \* Social media mentions
- \* Logo and link on main website

### ***Ticket Sponsor - \$2,000***

- \* Exclusive sponsor
- \* 10 VIP passes (valued at \$100 each)
- \* Logo on ticket receipts
- \* Logo on registration website
- \* Social media mentions
- \* Logo and link on website

### ***Beverage/Liquor Sponsor - \$2,500***

- \* Industry exclusive (up to 3 sponsors)
- \* 10 VIP passes (valued at \$100 each)
- \* Logo signage at event bars
- \* Social media mentions
- \* Logo and link on website

### ***Wine Sponsor - \$2,500***

- \* Industry exclusive (up to 3 sponsors)
- \* 10 VIP passes (valued at \$100 each)
- \* Logo signage at wine bar
- \* Social media mentions
- \* Logo and link on website

### ***Photo Booth Sponsor - \$2,000***

- \* Exclusive sponsor
- \* 10 VIP passes (valued at \$100 each)
- \* Social media mentions
- \* Logo and link on website

### ***Entertainment Sponsor - \$2,000***

- \* Exclusive sponsor
- \* 10 VIP passes (valued at \$100 each)
- \* Social media mentions
- \* Logo and link on website

### ***NEW! Dessert Bar Sponsor - \$1,500***

- \* Exclusive sponsor
- \* Signage exclusive to VIP Speakeasy
- \* 8 VIP passes (valued at \$100 each)
- \* Logo at dessert bar around Christmas tree
- \* Social media mentions
- \* Logo and link on main website

### ***Toy Station Sponsor - \$1,500***

- \* Exclusive sponsor
- \* 8 VIP passes (valued at \$100 each)
- \* Logo at toy collection locations
- \* Social media mentions
- \* Logo and link on main website

### ***Volunteer Sponsor - \$1,200***

- \* Exclusive sponsor
- \* 6 VIP passes (valued at \$100 each)
- \* Logo on volunteer lanyards
- \* Social media mentions
- \* Logo and link on main website

### ***Safe Night Sponsor - \$1,200***

- \* Exclusive sponsor
- \* 6 VIP passes (valued at \$100 each)
- \* 3 announcements from stage – (Don't Drink and Drive messaging is suggested)
- \* Logo on all banners throughout event
- \* Social media mentions
- \* Logo and link on main website

### ***NEW! Gold Level Sponsor - \$1,000***

- \* 4 VIP passes (valued at \$100 each)
- \* Logo on all banners throughout event
- \* Social media mentions
- \* Logo and link on main website

### ***NEW! Silver Level Sponsor - \$500***

- \* Minimum level of recognition for sponsors
- \* 2 VIP passes (valued at \$100 each)
- \* Social media mentions
- \* Logo and link on main website

For more information, please contact us at [sponsorship@twincitysanta.org](mailto:sponsorship@twincitysanta.org). Twin City Santa is a 501(c)(3) nonprofit, charitable, volunteer-led organization.