

# TWIN CITY SANTA'S 21st ANNUAL TOY DRIVE AND SEMI-FORMAL

Friday, December 6th 2024 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

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## 2024 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 – 2024

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### *VIP Speakeasy Sponsor - \$3,500*

- 16 VIP Passes (valued at \$150 each)
- Given one preset location for a table in the VIP area to provide freebies or swag for VIPs.
- Signage is limited to 10 signs and can be placed in the VIP area only.
- Small items may be placed on tables in VIP area if approved by Twin City Santa prior to the event.
- Social media mentions - One thank you social post on Instagram and Facebook
- Logo/ Link on website
- No flyers or signs in main area of event.

### *Red Carpet Entrance Sponsor - \$3,500*

- Exclusive sponsor
- 16 VIP passes (valued at \$150 each)
- Set up your signage at the entrance outside venue
- Logo on registration website
- Social media mentions
- Logo and link on main website

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

#### *Exclusive sponsor opportunity*

- 10 VIP Passes (valued at \$150 each)
- Logo on ticket receipts
- Logo on registration website
- Social media mentions
- Logo on website

### *Wine Sponsor - \$3,000*

- Exclusive sponsor opportunity – one available
- 14 VIP Passes (valued at \$150 each)
- Put your logo/sign at the wine bar
- Social media mentions

### *Beverage/Liquor Sponsor - \$3000*

- Industry exclusive (up to 3 sponsors)
- 14 VIP passes (valued at \$150 each)
- Logo signage at event bars
- Social media mentions
- Logo and link on website
- Set up your signage around Bars

### *Toy Station Sponsor - \$2,000*

- Exclusive sponsor
- 10 VIP passes (valued at \$150 each)
- Logo at toy collection locations
- Social media mentions
- Logo and link on main website
- Your signage at the Toy Station

### *Volunteer Sponsor - \$1,500*

- Exclusive sponsor opportunity – one available
- 8 VIP Passes (valued at \$150 each)
- Put your logo on volunteer lanyards and one sign in main hallway entrance
- Social media mentions

### *Safe Night Sponsor - \$1,500*

- 8 VIP passes (valued at \$150 each)
- 3 announcements from stage
- Set up your signage by main stage.
- Social media mentions
- Logo and link on main website

### *Gold Level Sponsor - \$1,500*

#### *2 available*

- 8 VIP passes (valued at \$150 each)
- Allowed One Information Table in front hallway with your swag and signage.
- Social media mentions
- Logo and link on main website

### *Entertainment \$2,500*

- Exclusive sponsor opportunity – one available
- Set up your signage on the main entertainment stage
- 12 VIP Passes (valued at \$150 each)
- Three customized announcements from the stage
- Social media mentions
- Logo on website

## TWIN CITY SANTA SPONSORSHIP LEVELS – 2024

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### Mistletoe Photo Booth \$2,000

- 10 VIP Passes (valued at \$150 each)
- Logo on images and GIFs texted to guests
- Social media mentions
- Set up your signage in the main venue space by the photo booth.
- Encouraged to bring branded props
- Logo on website

### Dessert Bar Sponsor - \$2,000

- *Exclusive sponsor opportunity – one available*
- *10 VIP Passes (valued at \$150 each)*
- *Put your logo/sign at the Dessert bar*
- *Social media mentions*

### Photography

- Exclusive sponsor opportunity – one available
- Put your logo/watermark on any images you take.
- 4 VIP Passes (valued at \$150 each)
- Logo on website
- Social media mentions
- Photos linked on our website for 1 year after the event.

### VIP Photo Booth \$1,500

- 8 VIP Passes (valued at \$150 each)
- Logo on images and GIFs texted to guests
- Post-Event List of email addresses guests used at the image Gallery
- Social media mentions
- Set up your signage by VIP photo booth.
- Logo on website

### Silver Level Sponsor - \$500

- 15 slots will be available
- Minimum level of recognition for sponsors.  
Link on website, tag on social media
- Two VIP Passes (valued at \$150 each)
- No signs or flyers at event