

TWIN CITY SANTA SPONSORSHIP LEVELS – 2021

~~VIP Speak Easy Sponsor - \$3,000~~ Jaguar Land Rover

- Exclusive sponsor – one available
- Signage exclusive to the VIP Section
- Exclusive ability to provide giveaways in VIP bags
- Post-event list of VIPs who attended
- 12 VIP Passes (valued at \$100 each)
- Logo on all banners throughout event
- Logo on registration website
- Social media mentions
- Logo and link on website

~~Photo Booth Sponsor - \$2,000~~

- Exclusive sponsor – one available
- 10 VIP Passes (valued at \$100 each)
- Logo on image sequence texted to guests
- Logo on all banners throughout event
- Social media mentions
- Logo and link on website

~~Wine Sponsor - \$2,500~~

- Industry exclusive – up to three sponsors
- 10 VIP Passes (valued at \$100 each)
- Logo signage at wine bar
- Logo on all banners throughout event
- Social media mentions
- Logo and link on website

~~Volunteer Sponsor - \$1,200~~ National Marketing Group

- Exclusive sponsor opportunity – one available
- 8 VIP Passes (valued at \$100 each)
- Logo on lanyards of all volunteers
- Logo on banners throughout event
- Social media mentions
- Logo and link on website

~~Red Carpet Entrance - \$3,000~~

- Exclusive sponsor opportunity – one available
- 12 VIP Passes (valued at \$100 each)
- Large welcome banner outside Millennium Center entrance way
- Logo on registration website
- Logo on banners throughout event
- Social media mentions
- Logo and link on website

~~Ticket Sponsor - \$2,000~~ F45 Training

- Exclusive sponsor opportunity – one available
- 10 VIP Passes (valued at \$100 each)
- Logo on ticket receipts
- Logo on registration website
- Logo on all banners throughout event
- Social media mentions
- Logo and link on website

~~Entertainment Sponsor - \$2,000~~

- Exclusive sponsor opportunity – one available
- 8 VIP Passes (valued at \$100 each)
- Three announcements from the stage
- Logo on banners throughout the event
- Social media mentions
- Logo and link on website

~~Toy Station Sponsor - \$1,500~~ TB Realty

- Exclusive sponsor opportunity – one available
- 8 VIP Passes (valued at \$100 each)
- Logo at Toy Station(s)
- Logo on banners throughout event
- Social media mentions
- Logo and link on website



Twin City Santa
Tax ID: 20-0212872
sponsorship@twincitysanta.org
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Beverage/Liquor Sponsor - \$2,500 (IN KIND)

- Tito's Vodka / Southern Glazers
- Industry exclusive - up to three sponsors
- 10 VIP Passes (valued at \$100 each)
- Logo signage at event bars
- Logo on all banners throughout event
- Social media mentions
- Logo and link on website

New! Silver Level Sponsor- \$500

- Minimum level of recognition for sponsors
- Two VIP Passes (valued at \$100 each)
- Name (not logo) on banners throughout event
- Name and link on website
- Social Media shout out with in a group of other Santa's Helper sponsors

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

~~Dessert Bar Sponsor - \$1,500~~

- Exclusive sponsor opportunity - one available
- 8 VIP Passes (valued at \$100 each)
- Logo at dessert bar, set up around Christmas tree
- Logo on banners throughout event
- Social media mentions
- Logo and link on website

~~Safe Night Sponsor - \$1,200~~

- Exclusive sponsor opportunity - one available
- 4 VIP Passes (valued at \$100 each)
- Three announcements from the stage - Don't Drink and Drive Messaging suggested
- Logo on banners throughout event
- Social media mentions
- Logo and link on website



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Friday, December 3, 2021
8:00 PM to 12:00 AM
The Millennium Center
101 West Fifth Street, Winston-Salem

We're back! While we loved your socially distant support last year we are truly looking forward to sharing cheer together in person this year!

Twin City Santa has been organizing Winston-Salem's premiere holiday Toy Drive & Semi Formal since 2002. The event partners with The Salvation Army of Winston-Salem to bring joy and holiday cheer to economically disadvantaged families through a toy collection. In its first year, the event attracted nearly 400 people. In recent years, the event has grown significantly – now attracting more than 1,500 guests from across Forsyth County.

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 allows Twin City Santa to be a signature event that kicks off the Holiday Season in Winston-Salem.

The stats:

Nearly 40,000 toys distributed to children in Winston-Salem since 2002
More than 1,500 guests a year annually attend this signature event
Close to 100 volunteers give their time to help organize the event annually

2021 Highlights

Catered appetizers and light bites will be available to coincide with a later start time, 8:00 p.m. The addition of an exclusive VIP Speak Easy will allow guests to upgrade their experience by having a private band, separate bar and quieter area. And, this year offers more opportunities for sponsors to get your brand message in front of hundreds of professionals, ages 21-55, with spending power in our local community.

Thank you for your continued support of Twin City Santa's Toy Drive & Semi Formal. We're 100% volunteer based and could not put on this event with out you! We can't wait to celebrate with you in person this year.



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SPONSORSHIP FORM 2021

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

EMAIL: _____

PHONE: _____

SPONSORSHIP LEVEL:

- ~~VIP Club Sponsor - \$3,000~~
- ~~Red Carpet Entrance - \$3,000~~
- Beverage/Liquor Sponsor - \$2,500
- Wine Sponsor - \$2,500
- ~~Ticket Sponsor - \$2,000~~
- ~~Photo Booth Sponsor - \$2,000~~
- ~~Entertainment Sponsor - \$2,000~~
- ~~Dessert Bar Sponsor - \$1,500~~
- ~~Volunteer Sponsor - \$1,200~~
- ~~Toy Station Sponsor - \$1,500~~
- ~~Safe Night Sponsor - \$1,200~~
- Silver Sponsor - \$500
- Gold Sponsor - \$1000

SPECIAL INSTRUCTIONS: _____



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