



## 2021 Charities of Christmas Tree Festival Business Sponsor Program

Dear Santa Cause Business Sponsors,

**Santa CAUSE** is excited to announce the 5th annual Santa Cause holiday fundraising events; the Charities of Christmas Tree Festival + Auction and Freezin' For A Reason.

**Santa Cause, the Charities of Christmas**, a super-charity benefits, supports, and helps local Walworth county charities through interactive fundraising community-based events, engaging sponsorships, caring volunteers and generous contributions. Spreading joy, holiday spirit and creating Christmas is fun for all the charity children and adults in need. The Tree Festival and auctions have been successful events, thanks to many of your kind charitable support and sponsorships. Since **Santa Causes'** inception, we have raised and donated \$365,000 in the past four years to the Charities of Christmas. This is the Year of Giving. Our goal is 5 in 5; \$500,000 by Year Five.

We can do it, **beCAUSE we believe in SANTA CAUSE**, our local Walworth county charities, generous contributors and our business sponsors. Our 8 **Charities of Christmas Tree Festival charities** will be showcasing expertly designed, prize-themed décor and ready-for-auction trees. Over 18,000 people will be touring and enjoying the Geneva Lake area. Many tourists and locals visit the **Santa Cause Tree Festival** and ride Gage Marine Santa Cruise Boat from 11/26/21 to 12/30/2021.

Another *Santa CAUSE FUNd-raising* attraction event is **Freezin For A Reason**, a water ski show on December 4, 2021. The daring pledging professional and amateur water ski fanatics, tubers, wake boarders, and ski teams take the plunge on Geneva Lake beCAUSE they believe in getting cold for a great reason, raising money for the children in need of all eight charities of Santa CAUSE.

We would like to invite you to become a **SANTA CAUSE Charities of Christmas Tree Festival Business Sponsor**. As a partner, we would like to connect + partner with you beCAUSE of our shared values, your community commitment, and valuable products + services you provide in our local market.

This year our **Business Sponsors** get benefits at both events and not just one as in the past. This is an added perk to our sponsors. Attached is the 2021 sponsorship presentation, package details for sponsorship levels options and sign-up form. Please take a moment, review all the exciting activities, and kindly return the Sponsorship Commitment form today to [Nancy.Waspi@santacauses.org](mailto:Nancy.Waspi@santacauses.org). Invoices will be sent to you later. Please send your current logo in digital form to [santashelper@santacauses.org](mailto:santashelper@santacauses.org) to jump start your sponsorship campaign. Special Note: Deadline to print 11/7/21. A holiday bonus: we will be spotlighting the **Santa Cause Business Sponsors** in a progressive awareness campaign: web, digital, editorial and print campaign this year.

Santa Cause and the Charities of Christmas would like to thank all the sponsors for beLieving in Santa Cause! Let's make **2021 Tree Festival**, your season and **Reason to Believe in Santa CAUSE** by beComing a **2021 beCAUSE We Believe in Santa CAUSE Business Sponsors** and join us in giving back in our local community, changing people lives with the Santa Cause Charities of Christmas and make everyday like Christmas. Be part of the move-meant! **BeCAUSE we Believe in Santa Cause**, spreading joy + support, creating a holiday spirit in the hearts and minds of the community, charities and changing lives. Christmas is everyday @ Santa CAUSE and our charities.

Happy Holidays,

Nancy



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SPONSOR PERKS	 Angel \$7,500	 Snowman \$5,000	 Crystal \$2,500	 Icicle \$1000	 Snowflake \$500
Sponsor Sign at your business as a proud sponsor of Santa Cause (POS)					
Logo placed on Santa Cause website with link and listing					
Press Release Announcements   Featured Sponsor					
Complimentary tickets aboard the Santa Cruise	 16	 8	 4	 2	
Logo on print advertising + editorial campaigns					
Logo on print materials, posters, programs					
Marked as official sponsor on all Santa Cause signage					
Charity Tree Festival Sponsor display + promotion access					
Company logo on banners displayed at venue					
Logo and special offer in coupon book given with tickets					
Business name in lights					
Receive a sponsor night to handout branded items at the Tree Festival					
Logo placed on social media ads					
Speech by company spokesperson at the raffle drawing event					
Logo and link on Santa Cruise website					
Freezin For Reason Sponsor					



# 2021 Charities of Christmas Tree Festival Business Sponsor Program



## 2021 Charities of Christmas | Business Sponsor Commitment Agreement

**SPONSOR  
OPTIONS:**

\_\_\_\_\_ **Angel | \$7,500**

\_\_\_\_\_ **Icicle | \$1,000**

\_\_\_\_\_ **Snowmen | \$5000**

\_\_\_\_\_ **Snowflake | \$500**

\_\_\_\_\_ **Crystal | \$2,500**

\_\_\_\_\_ **Other (please specify amount)**

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

PAYMENTMETHOD

CIRCLE ONE | CHECK OR CREDIT CARD

CREDIT CARD #: \_\_\_\_\_ EXP: \_\_\_\_\_ CVV: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Please send Sponsor Form to [Nancy.Waspi@SantaCauses.org](mailto:Nancy.Waspi@SantaCauses.org).

Please email your business logo (.ai, .eps, .jpg, .png formats) [SantasHelper@SantaCauses.org](mailto:SantasHelper@SantaCauses.org)

**\*Please make checks payable to Santa Causes | Santa Cause, a REGISTERED 501(c)(3) CHARITY**