



# SPONSORSHIP OPPORTUNITIES



## ABOUT US

**Denver Santa Claus Shop (DSCS) was founded in 1931 with the mission of “A Toy for Every Girl & Boy!” each holiday season.** Nearly 100 years later we have served over one million families in the Denver Metro area, ensuring every child has new toys to open each holiday season. We are an all-volunteer run, non-denominational 501(c)(3) and serve families referred by Denver Human Services, Social Service Agencies, and other partners.

## WHAT MAKES DENVER SANTA CLAUS SHOP DIFFERENT?

For four days every December, we set up a giant Toy Shop where eligible families “shop” for toys using point vouchers per child. This allows families the dignity to select the toys and books they know their children will love. Toys are grouped into categories such as dolls, games, and gently loved toys. Families “spend” their points on the toys they want. Additionally, every family is welcome to select a free book for each child without using points.

## SUPPORT

Thank you for considering aligning your organization with DSCS. Sponsors of DSCS are essential in providing the support needed to purchase toys for families that otherwise may not afford them. Sponsors establish goodwill and gain exposure within the community by supporting DSCS.

## FROM A FAMILY:

“Thank you all for your absolute hard work and effort and love. You never know what battle someone is fighting so thanks for being so generous and kind. Love, Ronni.”

# SPONSORSHIP PACKAGES



## **\$10,000 SANTA SPONSOR (LIMITED TO TWO)**

Provides toys for 500 children in the Denver Metro area during the annual December Toy Shop.

### **Marketing Mentions:**

- Name placement on all Toy Shop event and marketing collateral
- Visibility as Santa Sponsor in all press releases/event promotion
- Listed as Santa Sponsor on website and newsletter for the year
- Featured on DSCS Social Media Pages:
  - Full company profile once and 3 other mentions

Pick up of toys collected at your toy drive (if desired)

DSCS Board Member guest speaker at an event of your organization's choosing (if desired)

### **Shop Participation:**

#### **Pre-Shop (prior to the Shop opening)**

- 7 volunteer spots to help organize toys and prepare the Shop
- Name placement and company profile on food table at Pre-Shop
- Full branded poster about your organization at the Pre-Shop

#### **Shop**

- 7 volunteer spots during the Shop
- Participation in the Ribbon Cutting Ceremony on opening day
- Private tour and VIP attention
- Ability to introduce Santa on Opening Day (if desired)



## **\$5,000 ELF SPONSOR**

Provides toys for 250 children in the Denver Metro area during the annual December Toy Shop.

### **Marketing Mentions:**

- Name placement on all Toy Shop event and marketing collateral
- Visibility as Elf sponsor in all press releases/event promotion
- Listed as Elf Sponsor on website and newsletter for the year
- Featured on DSCS Social Media Pages:
  - Full company profile once and 2 other mentions

Pick up of toys collected at your toy drive (if desired)

DSCS Board Member guest speaker at an event of your organization's choosing (if desired)

### **Shop Participation:**

#### **Pre-Shop (prior to the Shop opening)**

- 5 volunteer spots to help organize toys and prepare the Shop
- Name placement and company profile on food table at Pre-Shop
- Full branded poster about your organization at the Pre-Shop

#### **Shop**

- 5 volunteer spots during the Shop
- Participation in the Ribbon Cutting Ceremony on opening day
- Private tour and VIP attention



## **\$2,500 REINDEER SPONSOR**

Provides toys for 125 children in the Denver Metro area during the annual December Toy Shop.

### **Marketing Mentions:**

- Name placement on all Toy Shop event and marketing collateral
- Visibility as Reindeer Sponsor in all press releases/event promotion
- Listed as sponsor on website and newsletter for entire year
- Featured on DSCS Social Media Pages:
  - Full company profile once and 1 other mention

Pick up of toys collected at your toy drive (if desired)

DSCS Board Member guest speaker at an event of your organization's choosing (if desired)

### **Shop Participation:**

#### **Pre-Shop (prior to the Shop opening)**

- 4 volunteer spots to help organize toys and prepare the Shop
- Name placement and company profile on food table at Pre-Shop
- Full branded poster about your organization at the Pre-Shop

#### **Shop**

- 4 volunteer spots during the Shop
- Participation in the Ribbon Cutting Ceremony on opening day
- Private tour and VIP attention



## **\$1,500 COOKIE SPONSOR**

Provides toys for 75 children in the Denver Metro area during the annual December Toy Shop.

### **Marketing Mentions:**

- Name placement on all Toy Shop event and marketing collateral
- Visibility as Cookie Sponsor in all press releases/event promotion
- Listed as sponsor on website and newsletter for entire year
- Featured on DSCS Social Media Pages:
  - Full company profile once

Pick up of toys collected at your toy drive (if desired)

### **Shop Participation:**

#### **Pre-Shop (prior to the Shop opening)**

- 3 volunteer spots to help organize toys and prepare the Shop
- Name placement and company profile on food table at Pre-Shop
- Full branded poster about your organization at the Pre-Shop

#### **Shop**

- 3 volunteer spots during the Shop

## OTHER OPPORTUNITIES

Not ready to sponsor but still interested in supporting? There are several other ways your organization can get involved:

- Hold a Toy Drive at your organization. Employees and customers are all welcome to participate.
- Collect funds from your employees. You can either purchase toys and we can pick up, or we can purchase toys on your behalf.
- Inquire about sponsoring DSCS's annual Golf Tournament each August.

Find more information at [www.DenverSantaClausShop.org/get-involved](http://www.DenverSantaClausShop.org/get-involved).