



DENVER SANTA CLAUS SHOP

SPONSORSHIP



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 a toy 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 aged newborn through 11. 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, and every family is welcome to select a free book for each child without using points.

WHY YOUR SUPPORT MATTERS

Every dollar we raise goes to purchasing toys and running the annual Toy Shop. With the number of families we serve growing every year, your support is critical in ensuring we can provide toys to every child who needs one - AND that they are toys children can be proud of.

Further, we strive to offer the best “shopping” experience possible for our shoppers. This means setting up a safe, clean, organized, and joyful Toy Shop every year. Without supporters like you and our dedicated volunteers, this simply could not be possible year after year.

**Thank you for considering aligning your organization with Denver Santa Claus Shop.
We invite you to tour the Shop in December and see the magic your support helps create.**

“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.” - Ronnie (DSCS shopper)

**Sponsorship@DenverSantaClausShop.org
www.DenverSantaClausShop.org/get-involved**

P.O. Box 102104 • Denver, CO 80250

Federal Tax ID #84-7140841. All donations are tax-deductible as allowed by law.

SPONSORSHIP PACKAGES

\$10,000 SANTA SPONSOR

Provides toys for 500 children



Marketing Mentions:

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

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

Shop Participation:

Pre-Shop (prior to Shop opening)

- 10 volunteer spots to help organize toys and prepare the Shop (first choice, before general signup opens)
- Name placement and company profile on food table at Pre-Shop

Shop

- 10 volunteer spots during the Shop (first choice, before general signup opens)
- Participation and recognition in the Ribbon Cutting Ceremony on opening day
- 3 large signs (47x49) featured in the Shop
- Private tour and VIP attention

\$5,000 ELF SPONSOR

Provides toys for 250 children



Marketing Mentions:

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

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

Shop Participation:

Pre-Shop (prior to Shop opening)

- 5 volunteer spots to help organize toys and prepare the Shop (first choice, before general signup opens)
- Name placement and company profile on food table at Pre-Shop

Shop

- 5 volunteer spots during the Shop (first choice, before general signup opens)
- Participation and recognition in the Ribbon Cutting Ceremony on opening day
- 2 large signs (47x49) featured in the Shop
- Private tour and VIP attention

\$2,500 REINDEER SPONSOR

Provides toys for 125 children



Marketing Mentions:

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

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

Shop Participation:

Pre-Shop (prior to Shop opening)

- 3 volunteer spots to help organize toys and prepare the Shop (first choice, before general signup opens)
- Name placement and company profile on food table at Pre-Shop

Shop

- 3 volunteer spots during the Shop (first choice, before general signup opens)
- Participation and recognition in the Ribbon Cutting Ceremony on opening day
- 1 medium sign (42x40) featured in the Shop
- Private tour and VIP attention

\$1,500 COOKIE SPONSOR

Provides toys for 75 children



Marketing Mentions:

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

Shop Participation:

Pre-Shop (prior to Shop opening)

- 2 volunteer spots to help organize toys and prepare the Shop (first choice, before general signup opens)
- Name placement and company profile on food table at Pre-Shop

Shop

- 2 volunteer spots during the Shop (first choice before signup opens)
- Recognition in the Ribbon Cutting Ceremony on opening day
- 1 small sign (36x36) featured in the Shop

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OTHER OPPORTUNITIES

Align your company's focus with a specific toy category or theme sponsorship:

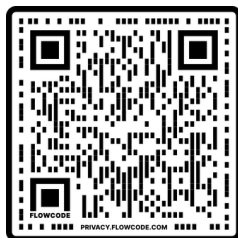
- Science & STEM
- Building & LEGO
- Adventure & Sports Toys
- Reading & Books
- Female Empowerment & Girl's Toys
- Imagination & Crafting Toys

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

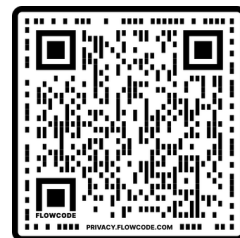
- Hold a Toy Drive at your organization for employees and customers.
- Fundraise with employees and customers. You can either purchase the toys, or DSCS can purchase on your behalf.
- Inquire about sponsoring DSCS's annual Golf Tournament each August.



venmo



WALMART WISH LIST



AMAZON WISH LIST

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