

# The Winter Wonderland Shop

AT CHILDREN'S THEATRE OF CHARLOTTE

The Winter Wonderland Shop at Children's Theatre of Charlotte is a re-imagined event that will welcome families from the Charlotte community in the spirit of the season. The unique experience is an extension of Children's Theatre of Charlotte's north star: KINDNESS.

**We hope you'll celebrate with us. Read on to learn more.**

## WHAT IS IT?

The Winter Wonderland Shop, benefiting Children's Theatre of Charlotte, carries Charlotte's long-standing tradition as our community's leading family-centric shopping event. *ImaginOn* will be full of magic, snowflakes and a snow-kissed stage. Children are invited to shop on the Wells Fargo Playhouse stage for pre-wrapped gifts at low-cost to give to their loved ones. Because of generous partners and supporters, The Winter Wonderland Shop experience will also travel to underserved preschools at no cost to the teachers or schools.

**Shopping Experience | Children's Theatre of Charlotte  
located at *ImaginOn*: The Joe & Joan Martin Center**

Thursday, December 1 - Saturday, December 3

**Outreach to Underserved Partner Preschools**

Monday, December 5 - Friday, December 16 (tentative)

## PAY IT FORWARD WITH KINDNESS.

To us, kindness is not a noun; it is a verb. The Winter Wonderland Shop teaches our next generation how to "pay it forward" and deliberately practice through this act of kindness. As our children shop, they think of their caregivers, parents, grandparents, siblings, and teachers by thoughtfully selecting and giving gifts from our shop.

As a corporate or family sponsor, you are actively signaling to the community to act with kindness. Your generous gift and sponsorship supports Children's Theatre of Charlotte's high-quality productions, unparalleled education programs, and community outreach initiatives.

## SPONSORSHIP LEVELS & BENEFITS

Your sponsorship will illuminate your brand, company or family to the community while giving an opportunity to engage your associates, clients, and their families with kindness.



### **Snow Globe Sponsor | \$15,000 (Exclusive Premier Sponsor)**

- Recognition for company or family name and logo included on all event collateral materials including, but not limited to website, social media, digital invitations, eBlast, and parent/caregiver event lounge
- Opportunity for 50 employees to volunteer at the event
- Customized invitation with access to early event registration for employees and their families
- An exclusive wrapping party at ImaginOn for your family, clients or employees, hosted by us!
- A private backstage and scenic tour with the artistic team for *The Velveteen Rabbit* for your family, clients or employees.



### **Snowball Sponsor | \$5,000**

- Recognition for company or family name and logo included on all event collateral materials including, but not limited to website, social media, digital invitations and eBlast
- Opportunity for 25 employees to volunteer at the event
- Customized invitation with access to early event registration for employees and their families
- Featured name or logo on children's winter craft



### **Snowflake Sponsor | \$2,500**

- Recognition for company or family name and logo included on all event collateral materials including, but not limited to website, social media, digital invitations and eBlast
- Opportunity for 10 employees to volunteer at the event
- Access to early event registration for employees and their families



### **Sponsor A Child | \$100, \$150, \$200 or any amount**

- By sponsoring a child (\$15 per child) or a classroom (\$200), you give the gift of kindness to underserved communities by allowing them to experience the act of giving to others.
- Recognition on all digital collateral materials, including but not limited to website
- Access to early event registration for employees and their families
- Receive "in honor of" cards to recognize your children, family members, friends, and teachers (1 card per every \$15 gift)



### **GET IN THE SPIRIT. FOR MORE INFO, CONTACT:**

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