



2023

Sponsorship  
Booklet



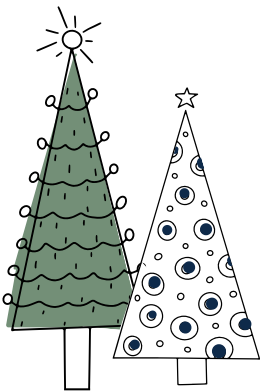
What is...

# Christmas for the City

For the past fifteen years, local churches, businesses and members of the arts community have come together to throw a free citywide Christmas party for **the whole community**.

With Live Music and Artistic Performances, A Make-Your-Own Toy Workshop and Santa Claus, Community Love Feast, Original Work by Local Artists, A "Street Fair" on 5th Street, Desserts, A Dance for Individuals with Disabilities, Carols, Crafts, and a Candlelight Vigil - Christmas for the City has something for everyone!

Plans are underway for the SIXTEENTH Annual CFTC on **December 16th, 2023** - and we can't create or facilitate this meaningful Christmas experience without you!



 [Info@ChristmasForTheCity.com](mailto:Info@ChristmasForTheCity.com)

 [ChristmasForTheCity.com](http://ChristmasForTheCity.com)

 [Christmas For The City](https://www.facebook.com/ChristmasForTheCity)

 [@Christmas4City](https://www.instagram.com/Christmas4City)

# 2022

## Fast Facts

We could not continue to facilitate this experience without the help of an army of donors, sponsors, and volunteers who gave of their time, resources, and finances.

### Attendance

8,000+ people across wide generational, racial & socio-economic lines

### Leaders

125+ leaders from multiple churches, non-profits and businesses.

### Partners

83 businesses, 71 non-profits and schools, and 78 churches

### Volunteers

800+ volunteers

### Funding

Most 2022 Program costs of \$57,396 were covered by the community at large:

Foundations	\$30,200
Businesses	\$10,000
Churches	\$ 2,050
Individuals	\$ 3,797
Nonprofits	\$ 1,000

**Total \$47,047**

In-kind donations and pro bono labor exceeded \$200,000

# 2022

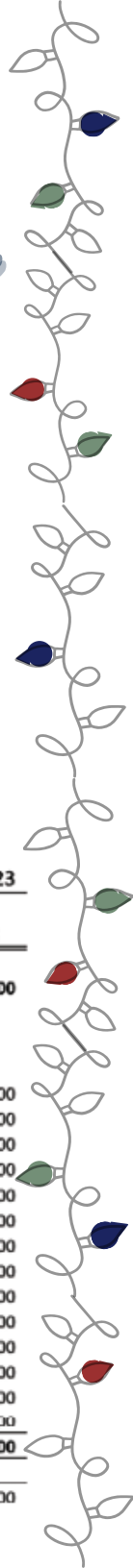
## Financial Details

Each year at CFTC we are amazed and grateful for the incredible support of individuals, businesses, and churches (like you!). We are grateful for consistently strong in-kind contributions that make it possible for our expenses to remain at such a low level—considering that we’re throwing a party for thousands of people!

Below, we provide our **Previous Year's Budget v. Actuals** as well as this year’s budget, so you can partner with us in anticipation of the amazing work being done - and be assured that your sponsorship or donation is working hard to welcome even more people back to the Benton to share in this wonderful experience together, once again!

### CFTC2022 Budget vs. Actuals and CFTC2023 Budget

	CFTC2022			CFTC2023
	Actual	Budget	under/over Budget	Budget
<b>Revenue</b>				
61040 Christmas for the City	\$ 47,046.67	\$ 58,000.00	\$ (10,953.33)	\$ 55,000.00
<b>Expenditures</b>				
<b>Christmas for the City</b>				
81100 Facility	\$ 12,586.50	\$ 15,000.00	\$ 2,413.50	\$ 14,000.00
81105 Marketing	\$ 4,296.96	\$ 2,000.00	\$ (2,296.96)	\$ 2,000.00
81110 Miscellaneous	\$ 752.94	\$ 500.00	\$ (252.94)	\$ 1,000.00
81115 Nonprofits and Arts	\$ 1,287.80	\$ 2,000.00	\$ 712.20	\$ 1,500.00
81120 North Pole Village	\$ 709.22	\$ 2,000.00	\$ 1,290.78	\$ 1,000.00
81125 Printing	\$ 1,653.86	\$ 1,500.00	\$ (153.86)	\$ 2,000.00
81135 Décor	\$ 810.77	\$ 500.00	\$ (310.77)	\$ 1,000.00
81140 Video Production	\$ -	\$ 500.00	\$ 500.00	\$ 1,000.00
81145 Volunteers	\$ 7,037.11	\$ 2,500.00	\$ (4,537.11)	\$ 4,000.00
81148 Police & Security	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
81150 Liability Insurance	\$ 2,797.72	\$ 2,500.00	\$ (297.72)	\$ 3,000.00
81155 Production	\$ 7,128.86	\$ 6,500.00	\$ (628.86)	\$ 4,000.00
81160 Team Stipends	\$ 12,045.70	\$ 13,000.00	\$ 954.30	\$ 12,000.00
81165 Storage	\$ 6,288.95	\$ 6,000.00	\$ (288.95)	\$ 1,500.00
<b>TOTAL Christmas for the City</b>	<b>\$ 57,396.39</b>	<b>\$ 56,500.00</b>	<b>\$ (896.39)</b>	<b>\$ 50,000.00</b>
<b>Not Margin</b>	<b>\$ (10,349.72)</b>	<b>\$ 1,500.00</b>	<b>\$ (11,849.72)</b>	<b>\$ 5,000.00</b>





# Sponsorship

We are so thankful for the numbers of businesses and organizations that have supported Christmas for the City for the last fifteen years.

Since the beginning, we've known that CFTC belongs to the community. Every corner of the space is teeming with activities, friendly greetings, and holiday cheer provided entirely by local nonprofits, faith organizations, and volunteers.

Likewise, we count on the community to financially support this unique and meaningful space and celebration.

We're appreciative of financial gifts at any level - and honor each of our partners and financial donors with their name in our **Full Page Thank You Ad in the local paper** following Christmas for the City.

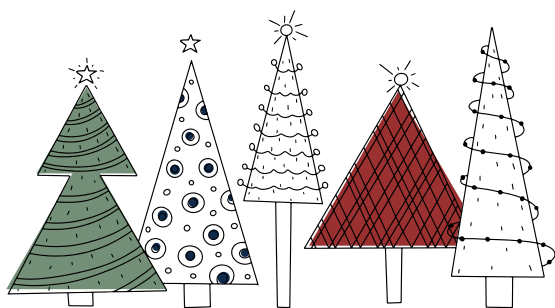
Consider Supporting Christmas for the City as an:

**Encourager:** Contributions up to \$500

or

**Celebrator:** Contributions up to \$1,499

(in addition to the Newspaper Ad, Celebrators will be Honored through our Social Media)



To best highlight and honor both our financial partners and the many experiences and spaces at CFTC - These are the fourteen areas around the venue we are inviting local partners to underwrite:

*In addition to the benefits provided to celebrators, station sponsors will have the option to setup a table with organizational material and signage in or near their sponsored area. **Sponsors above \$2,000 will have their logo featured in our CFTC Ad + Website.***

### **Music + Performance Stages** | \$1,500 (Four Available)

Help us make joyful noise! Sponsor spaces for local musicians to perform on Fifth Street, The Arts Space, The Prayer Room, or The Love Feast + Recital Hall.

*Organization name + logo will be on stage schedule.*

### **Snow Ball Dance** | \$1,750

Support The Snow Ball Dance - a set-aside space for individuals of different abilities to dance, decompress, and share in Christmas joy together!

*Organization name + logo will be at Snow Ball Dance Entrance.*

### **Volunteer Central** | \$2,000

Honor our hundreds of volunteers from all walks of life alongside our volunteer team by sponsoring the place where they come to check in and take respite.

*Organization name or logo will be displayed in Volunteer Hospitality*

### **Santa Stage + Mascot Stage** | \$2,000 each

Be recognized alongside Princesses, Mascots, and of course, Santa by providing the space for family memories to be made.

*Organization name or logo will be on stage as well as honored on the webpage where photos will be available to attendees.*

*The Santa + Mascot stages are located in the North Pole Village.*

### **Prayer + Worship Room** | \$2,500

At every Christmas for the City, we commit to having a space for people to connect with God alongside their community. Support this important and sacred space.

*Organization name or logo will be displayed outside prayer room.*



*In addition to the benefits provided to celebrators, the option to setup a table with organizational material and logo, + being featured in our CFTC Ad + Website - **Sponsors above \$3,000 will receive Personalized Social Media Appreciation + Recognition in the Program.***

### **Love Feast** | \$3,000

Help us bring our Love Feast to life - inspired by the Moravian tradition, but with a new + different flair.

*Organizations name or logo will be displayed on all attendee tables.*

### **Arts + Experience Space** | \$3,500

Sponsor the stewardship in a space of creation! This space houses our community art project, engagement with organizations, displayed creativity and more!

*Organizations name or logo will be displayed on signage + will have the option of naming the space.*

### **North Pole Village** | \$4,000

Most of our nonprofit partners and families end up in this space full of hands-on children's activities, art, + toys.

*Organizations name or logo will be displayed on signage as "North Pole Village - Presented by: \_\_\_\_\_"*

*The Santa + Mascot stages are located in the North Pole Village, bundle your sponsorship for an all-inclusive experience.*

### **Main Stage** | \$10,000

The Main Stage is reserved for our most community-inclusive and often gospel-centric programming AND it's in the same room as hundreds of tasty donated desserts and fresh coffee!

*Organizations name or logo will be displayed on signage + will have the option of naming the space. Organization representative is welcome to join us to welcome individuals to CFTC from the stage.*

### **Facility Host** | \$20,000

Cover the Cost of the venue to allow CFTC to continue to grow and flourish after 15 years!

*Organizations name or logo will be displayed on signage as facility host. Organization representative is welcome to join us in closing the event at the Candlelight Vigil.*

*We are also happy to honor co-facility hosts at \$10,000 each or another agreed upon cost-share.*



# Other Ways to Participate



Beyond Financial Partnership - we'd love to engage you (your family, church, corporate team, neighborhood, etc.) in the incredible event that is **Christmas for the City**.

## Attend

Join us at the Benton Convention Center on Saturday, December 16th. Bring Family + Friends and experience this unique and joyous occasion together!

## Volunteer

Whether it's welcoming individuals at the door, dancing with friends at the Snowball Dance, emceeing a stage, or picking up desserts the day before - there are ways for all ages and abilities to serve!

[ChristmasForTheCity.com/volunteer](https://ChristmasForTheCity.com/volunteer)

## Engage

Have a Creative Side?  
Member of a Barbershop Quartet?  
Does your church, business, or organization want to bring an engaging activity?

**We'd love for you to share your gifts with the community at CFTC!**

## Promote

Help us invite individuals from each corner of Winston-Salem to CFTC - share it on social media, in your church bulletin, put our fliers in your local coffee shop!



# Contact

## Christmas FOR THE CITY

If you're interested in partnering with Love Out Loud and our team of sponsors to continue making Christmas for the City a meaningful Christmas experience for the whole city, please contact:

**Sarcanda Rottweiler**

Sponsor@ChristmasForTheCity.com

336.747.3067

or visit

**[christmasforthecity.com/sponsorship](https://christmasforthecity.com/sponsorship)**



Christmas for the City exists in partnership with Love Out Loud.

Love Out Loud is an independent nonprofit 501(c)(3) organization.

All donations are tax-deductible.

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400.

The license is not an endorsement by the State.

NC Solicitation License Number: SL011420

EIN: 47-4085418





**Christmas for the City** exists in partnership with **Love Out Loud**, a local nonprofit that works to *Transform Our Community with the love of Jesus by Connecting and Mobilizing its People and Resources.*

**Find out more about Love Out Loud:**



The HUB | 502 N. Broad St, WSNC



Serve@LoveOutLoudWS.com



LoveOutLoudWS.com



Love Out Loud



@LoveOutLoudWS