



Winter Celebration

FEATURING AIRLIFE SANTA

2016

Dear Business Owners and Community Members,

North Central Baptist Hospital and Living Through Giving are at it again! Planning has begun for their annual tradition Winter Celebration, featuring AirLife Santa on Saturday, December 10, 2016.

The celebration will take place from 10 a.m. to 3 p.m. at North Central Baptist Hospital, back at its original location. The event will be the 14th straight year of tradition; bringing the community together for fun, food, fellowship, and most importantly, **to contribute toys to benefit children throughout San Antonio.**

Winter Celebration featuring AirLIFE Santa is a wonderful family event for all ages. The celebration begins with an opening parade showcasing performances from school choirs and area high school marching bands. The event itself includes photos with Santa, raffles for prizes, and tons vendors. Get your shopping done early so you can be ready for the arrival of the guest of honor! Santa arrives by helicopter and always brings excitement from the crowd. Of course, the celebration would not be complete without **60,000 lbs. of snow for snowball fights and snow angels!**

Last year Living Through Giving was able to **collect 8,000** toys because of the kindness and generosity of businesses and community members. Those toys were donated to various organizations like CASA San Antonio, Roy Maas and the Department of Family and Protective Services. Living Through Giving's goals are to partner with the city as well as local child advocate agencies to create an outlet so that all donations collected from Winter Celebration will be distributed directly among the children in San Antonio.

Winter Celebration is a huge event needing all the support it can get from the community. Living Through Giving will kindly be looking for volunteers, sponsors, donations, and anything in between that can help make the 2016 Winter Celebration a reality, all while helping to create a Christmas to remember for the children of San Antonio.

Living Through Giving is incredibly blessed and excited to take part in the 14th Annual Winter Celebration and looks forward to your participation in making this event yet again, another tremendous success.



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Mission

Living Through Giving's mission is to bring hope to families in the San Antonio community by reaching out and touching the hearts of our future. Its intent is to provide children with hope and friendship while trying to ensure that they have the tools they need to create the future they deserve. Living Through Giving raises funds for school supplies, clothing, Christmas gifts and scholarships.

How We Came to Be

Children are the promise of tomorrow, our future and an extension of the knowledge, kindness and hope that we will pass on to the many generations to come. With this in mind, it is no question that children are near and dear to so many people's hearts.

Living Through Giving, a non-profit 501c3 was started in the summer of 2013 by Russell Groomer, the publisher and owner of *Welcome Home* Community Newspaper, as a way to give back to the communities that have supported him for the past 12 years.

Living Through Giving hosts its largest event of the year, the annual holiday tradition known as Winter Celebration. This event has become a staple of the community and an outlet for individuals to raise toys for children in need. Mr. Groomer's hope is to ensure that every child in San Antonio has a gift to open each holiday season –keeping childhood dreams alive, while lightening the burden for parents that may need a helping hand.

By protecting the hopes and dreams of children, it is Living Through Giving's desire to allow children to see kindness and have hope during a time where both may be hard to find. Helping those less fortunate is a responsibility that Mr. Groomer and Living Through Giving both accept whole-heartedly. Living Through Giving hopes to lead by example and encourage those who find themselves in the position to give to do so; Living Through Giving is aware that even a small gesture can make a large difference in a child's life.



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Sponsorship and Vendor Commitment Form

Business name _____

Contact name _____

Business Address _____

City, Zip _____ **Business Ph. Number** _____

Business Website _____

Contact Email _____

Signature _____

Credit Card MC/VISA/DISC/AMEX _____

Expiration Date _____ **Billing Zip Code** _____ **CVV** _____

Sponsorship Level _____ **Sales Rep** _____



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Presenting Sponsor

\$20,000

- Association with San Antonio's largest toy drive.
- Logo and company name on all Winter Celebration advertising as a *Presenting Sponsor*
- Recognition of Front Cover of Program as Presenting Sponsor
- 2 Full Page ads in the *Winter Celebration 2016 program*
- Include Business name and sponsorship level in December Issue of Welcome Home Community Newspaper (Distribution: 60,000 direct mail) and on the websites
- Winter Celebration T-shirts for your guests
- Prime Vendor Location at the Winter Celebration
- Recognition Plaque awarded to your company at Winter Celebration
- Placement of marketing materials in swag bags (handed out to every attendant at Winter Celebration)

Platinum Sponsor

\$10,000

- Association with the largest toy drive in San Antonio
- Recognition of Front Cover of Program as Presenting Sponsor
- 1 Full Page ad in the *Winter Celebration 2016 program*
- Include Business name and sponsorship level in December Issue of Welcome Home Community Newspaper (Distribution: 60,000 direct mail) and on the websites
- Recognition in all **print** advertising and on all Websites and Social media
- Recognition Plaque awarded to your company at Winter Celebration
- Prime vendor booth location at Winter Celebration
- Placement of marketing materials in swag bags (handed out to every attendant at Winter Celebration)

Elite Sponsor

\$5000

- Association with the largest toy drive in San Antonio
- Full page ad in *Winter Celebration 2016 program*
- Include Business name and sponsorship level in December Issue of Welcome Home Community Newspaper (Distribution: 60,000 direct mail) and on the websites
- Recognition on social media campaigns
- Prime Vendor booth at Winter Celebration
- Recognition plaque presented at Winter Celebration
- Placement of marketing materials in swag bags (handed out to every attendant at Winter Celebration)



LIVING THROUGH GIVING

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Double Diamond Sponsor

\$2500

- Association with San Antonio's largest toy drive
- Vendor booth at Winter Celebration
- Opportunity to put marketing materials in Swag bags
- Full page ad in 2016 Winter Celebration Program (handed out to every attendant at Winter Celebration)
- Website link also included on *Living Through Giving* website.
- This will entitle you to receive a 10 X 10 space with an 8 X 8 booth. Tables and chairs will not be provided.
- Include Business name and sponsorship level in December Issue of *Welcome Home* Community Newspaper (Distribution: 60,000 direct mail)
- Prominent place at the event

Diamond Sponsor

\$1000

- Association with San Antonio's largest toy drive
- Vendor booth at Winter Celebration
- Opportunity to put marketing materials in Swag bags
- Website link also included on *Living Through Giving* website.
- This will entitle you to receive a 10 X 10 space with an 8 X 8 booth. Tables and chairs will not be provided.
- ½ page ad in 2016 Winter Celebration Program
- Include Business name and sponsorship level in December Issue of *Welcome Home* Community Newspaper
- Prominent place at the event

Gold Level –Includes Booth at Winter Celebration

\$650

- Website link also included on *Living Through Giving* website.
- This will entitle you to receive a 10 X 10 space with an 8 X 8 booth. Tables and chairs will not be provided.
- Includes ¼ page ad in 2016 Winter Celebration Program
- Include Business name and sponsorship level in December Issue of *Welcome Home* Community Newspaper

**Welcome Home Community Newspaper scheduled run dates: November, and first part of December.*

***Make checks payable to Living Through Giving*

*Deadline: To be listed in November newspaper, payment must be received by October 4, 2016. To be listed in December newspaper, payment must be received by October 28, 2016***