



# SPONSORSHIP INFORMATION

---

## OPERATION BREAKTHROUGH

One out of every five children in Missouri is living in poverty (that's 259,000 children). Operation Breakthrough is the largest single-site early education child care and social services facility in the state of Missouri serving over 400 children daily from the Kansas City urban core. Each year OB has provided Christmas gifts and holiday meals to families in need. During the 2013 holiday season, the center adopted more than 830 families and helped over 3,000 children. It's time to come together and help our community.

Operation Breakthrough is a Kansas City organization that assists local children living in poverty. Our 2015 goal is to raise funds for Operation Breakthrough's holiday programs: Adopt-A-Family and the holiday store. The Adopt-A-Family program provides over 800 families with gifts for each family member and a holiday meal. The holiday store provides additional families the opportunity to select donated gifts for their children.

## COME TO THE PARTY

Itchy wool never felt so good! This fundraiser is an annual holiday sweater party that benefits Operation Breakthrough, a Kansas City organization that assists local children living in poverty. 100% of our profits stay right here in Kansas City. The party is open bar, has a live DJ, free photobooth, ice luge, and many other fun surprises. Use #KCSWEATERPARTY when posting info and sharing pics about the event!

## PARTICIPATE IN THE DAY

Kansas City Mayor Sly James has officially proclaimed December 11, 2015 as 'Ugly Christmas Sweater Day.' Residents, organizations, and businesses are encouraged to adopt a family, donate food, toys, money, time, and cheer. You can get involved by hosting an 'Ugly Sweater Day' at your office (and encourage your coworkers to make donations to participate). However you wish to participate please share using #KCSWEATERDAY. Get more ideas of how to get involved on our website, [www.kcsweaterparty.com](http://www.kcsweaterparty.com).

## HOW BUSINESSES CAN HELP

Every business, big or small, can have an impact to help support Operation Breakthrough. It's free to participate in 'Ugly Christmas Sweater Day'. Below are ideas to get you started. Rest assured you aren't limited to just these. Get creative!

- ▲ Adopt an Operation Breakthrough Family for Christmas.
- ▲ Host an "ugly sweater day" at work where all employees donate money to be able to wear an Ugly Sweater to work for the day (similar to a Jeans Day)

### RESTAURANTS/BARS/RETAIL:

- 🦋 Donate a percentage of sales for a day, a week, or a month.
- 🦋 Charge a cover for each patron and donate the cover charge or a portion of the cover.
- 🦋 Have your employees celebrate the cause at work by wearing an ugly sweater for the day.
- 🦋 Donate gift cards to our party.
- 🦋 Offer a "deal of the day" and donate a percentage of sales for every time the deal is purchased. This could be a drink, food item, special product etc.

# SPONSORSHIP INFORMATION



## HOW YOU AND YOUR FRIENDS CAN HELP

We encourage people to get creative in the ways they celebrate with their friends. You don't have to be a business or bar to participate! Below are some ideas to get you started on how you can support the cause.

- ▲ Organize an 'Ugly Sweater' day in your own department/small group of friends
- ▲ Blog about the day! (or Tweet, FB post, etc)
- ▲ Donate money/supplies to Operation Breakthrough
- ▲ Spread the word to your employers and host your own event at work to raise money/supplies for Operation Breakthrough
- ▲ Decorate Ugly Sweaters and donate them to the event for our "Rent a Sweater"
- ▲ Spread the word on social media #KCSWEATERPARTY and #KCSWEATERDAY
- ▲ Adopt an Operation Breakthrough family for the holidays.

## SPONSORSHIP LEVELS

Many sponsorships opportunities are available. If you or your company would like to be a sponsor, make an auction item donation please contact us at [info@kcsweaterparty.com](mailto:info@kcsweaterparty.com) or call us at 913-826-6522. We also have a online form on our website at [www.kcsweaterparty.com/sponsorships](http://www.kcsweaterparty.com/sponsorships).

	DYNAMITE DONOR	RED-RYDER RALPHIE	ROCKIN' REINDEER	SNAZZY SNOWMAN	SANTA!
DONATION	UP TO \$499	\$500	\$1,000	\$2,500	\$5,000
Name on <a href="http://kcsweaterparty.com">kcsweaterparty.com</a>	❄️	❄️	❄️	❄️	❄️
Company link on <a href="http://kcsweaterparty.com">kcsweaterparty.com</a>		❄️	❄️	❄️	❄️
Logo on <a href="http://kcsweaterparty.com">kcsweaterparty.com</a>		❄️	❄️	❄️	❄️
VIP Party Tickets		2	4	8	12
Raffle Tickets		2	4	6	8
"Thank You" recognition on social media		❄️	❄️	❄️	❄️
Included in email blast(s) to 1,000+ subscribers			1	2	ALL
Print Signage at Party			❄️	❄️	❄️
Logo Signage at Party				❄️	❄️
DJ Shout Out at Party				❄️	❄️
Present Check to Operation Breakthrough				❄️	❄️
Large "Presented By" Sign at Party					❄️
Reserved Parking at Party					❄️