

# SPONSORSHIP INFORMATION



## THE UGLY CHRISTMAS SWEATER PARTY AND DAY

The Ugly Christmas Sweater Party is an annual benefit party for [Operation Breakthrough](#) - itchy wool never felt so good! It is planned and organized by a group of local volunteers and has become one of Kansas City's favorite holiday traditions. The news has spread nationally with the event being featured in books, magazines, online media, and even on The Travel Channel! The party this year is on Friday, November 30<sup>th</sup> and includes open bar, costume contests, music, dancing, a photo booth, a raffle, and more. All proceeds directly support OB's holiday programs. To date, the event has generated donations in excess of \$200,000.

The goal is simple - raise money and awareness for OB's local holiday programs.

Since tickets are limited, Mayor Sly James has partnered with us to develop additional participation opportunities by proclaiming the day of the party Ugly Christmas Sweater Day in Kansas City! Now, you can participate in the Day even if you can't make it to the party. Check out our website for ideas and how to get involved: [www.kcsweaterparty.com](http://www.kcsweaterparty.com)

## OPERATION BREAKTHROUGH

Operation Breakthrough is a local non-profit dedicated to helping Kansas City children living in poverty. Founded 45 years ago, OB now serves over 400 children daily from the Kansas City urban core. It has officially become the largest single-site early education child care and social services facility in the state of Missouri. All of this is made possible by the generosity of the Kansas City community.

OB's impact is particularly important during the holidays. The Adopt-A-Family program provides over 800 families with gifts and a holiday meal. The holiday store provides additional families the opportunity to select gifts for their children.

It's time to come together and help our community - please consider including this worthy cause in your holiday giving by supporting The Ugly Christmas Sweater Celebration!



### SPONSORSHIP LEVELS

	1 DYNAMITE DONOR	2 RED-RYDER RALPHIE	3 ROCKIN' REINDEER	4 SNAZZY SNOWMAN	5 SANTA!
OPTIONS	\$100-\$499	\$500+	\$1000+	\$2500+	\$5000+
Name on kcsweaterparty.com	❄️	❄️			
Logo and link on kcsweaterparty.com	.....		❄️	❄️	❄️
VIP Party Tickets	.....	2	4	8	12
Raffle Tickets	.....	4	8	16	24
"Thank You" on Social Media	.....	❄️	❄️	❄️	❄️
Included in email blast(s) to 1000+ subscribers	.....		❄️	❄️	❄️
Listed on Print Signage at Party	.....		❄️		
Logo on Signage at Party	.....			❄️	
DJ Shout Out at Party	.....				❄️
Large "Presented By" Sign at Party	.....				❄️

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## HOW BUSINESSES CAN HELP

Every business, big or small, can have a positive impact on Operation Breakthrough Ugly Christmas Sweater Celebration - it's free to participate. Below are ideas to get you started. Feel free to get creative, and let us know how you are helping!

- 🌲 Adopt an OB family or families for the holidays.
- 🌲 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 gift cards to our party for prizes.
- 🦌 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 a percentage of sales for a day, a week, or a month.
- 🦌 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

## 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. Please let us know how you are helping!!

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



If you are interested in sponsoring, donating, or participating

Please email: [info@kcsweaterparty.com](mailto:info@kcsweaterparty.com) • Call: [913-826-6522](tel:913-826-6522) • Visit: [kcsweaterparty.com](http://kcsweaterparty.com)