

SPONSORSHIP INFORMATION



ITCHY WOOL NEVER FELT SO GOOD

The Ugly Christmas Sweater Party is an annual benefit party for **Operation Breakthrough**, which is 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!** Since this party frequently sells out, we are moving to a bigger venue this year, which we'll be announcing in late September! This year's party is on **Friday, December 6th** and includes open bar, costume contests, music, dancing, a photo booth, a raffle, and more.

The goal is simple...

Raise money and awareness for **Operation Breakthrough**. All proceeds directly support the charity, and to date, the event has generated donations in excess of **\$200,000**.

Since tickets are limited, we have partnered with the city of Kansas City 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. We provide a variety of suggestions on how you can help within this packet, but you can also come up with your own ideas!



OPERATION
Breakthrough

OPERATION BREAKTHROUGH

Founded in 1971, Operation Breakthrough is a local organization serving hundreds of children and families from Kansas City's urban core. With less than 50% of government funding, the organization relies solely on donations from the community to open their doors. Their mission is to provide a safe, loving and educational environment for children in poverty and to empower their families through advocacy, emergency aid, and education. From education and therapy to a food pantry and clothing closet, all services are provided at no cost to the families.

Operation Breakthrough educates, feeds, heals, and loves over 600 children daily, ages 6 weeks to 14 years. With the recent addition of MakerCity and new partnership with KCPS, Operation Breakthrough reaches more than 1,000 children every weekday!

For more than two decades Operation Breakthrough has provided Christmas gifts and holiday meals to families in need, with much support from the community. Their program is open to the community in addition to all children enrolled at Operation Breakthrough, reaching over 3,000 children in 2018! The children who receive Christmas aid all come from low-income families. Some are homeless, and many are in foster care because they have been abused or neglected in the past. Nearly all live in single-parent families living off less than \$12,000 annually.

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!



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PARTICIPATE IN THE DAY

Every company or group, big or small, can have a positive impact on the Ugly Christmas Sweater Celebration. Below are ideas to get you started, but feel free to get creative! And make sure to let us know how you're helping support Operation Breakthrough, especially if you're having an event, so we can share the details!

-  Host your company's holiday party at our event
-  Adopt an Operation Breakthrough family (or families) for the holidays
-  Donate money or supplies (food, clothes, toilet paper, etc.) to Operation Breakthrough
-  Host a toy drive
-  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")
-  Donate food to our Tasting Room at the event
-  Sponsor a table at the event, serving alcohol from your brewery, distillery, etc.
-  Donate gifts to our party for raffle and game prizes
-  Charge a cover for each patron on a given day and donate the proceeds
-  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 (drink, product, etc.) is purchased
-  Have your employees help raise awareness by wearing an ugly sweater for the day and spreading the word about Operation Breakthrough
-  Organize an outing to volunteer at Operation Breakthrough
-  Spread the word on social media about the party, the day, or the charity and be sure to tag us!
-  Blog about the party, day, or charity

SPONSORSHIP LEVELS

DYNAMITE DONOR	\$100-\$499	
RED-RYDER RALPHIE	\$500-\$999	
ROCKIN' REINDEER	\$1000-\$2499	
SNAZZY SNOWMAN	\$2500-\$4999	
SANTA!	\$5000-\$7499	
PRESENTING SPONSOR	\$7500+	

ITEMS

Name on website	 
Logo with link on website	   
GA Party Tickets	 x2  x4  x8
VIP Party Tickets	 x8  x12
"Thank You" on Social Media	    
Mention in email blasts	   
Name on Print Signage at Party	
Logo on Signage at Party	  
DJ Shout Out at Party	 
Exclusive "Presented By" Sign at Party	



If you are interested in sponsoring, donating, or participating

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