



*inspiring hope.
connecting resources.
building community.*

Dear Parkland Spanaway Community Partner-

During July and August, we often forget the immense pressure that families in our community feel during the cold winter months, especially around the holidays. We hope that you might consider partnering with us to offer Winterfest 2019, a Parkland Spanaway community event that inspires hope by connecting low-income families with gifts and resources during the holiday season. This year's event will take place on Saturday, December 14 at Rainier View Christian Church.

In its 29th year, Winterfest has a proven track record of supporting close to 300 families annually, providing coats, toys and hygiene items to nearly 1,000 kids. The event consists of a fun holiday carnival for children, while their parents and guardians shop and meet with local resource providers that offer services ranging from financial empowerment and adult education to healthcare and transportation.

While the numbers are impressive, it is the spirit of collaboration that links leaders and businesses across the Parkland Spanaway community that makes Winterfest remarkable. From the Franklin Pierce Schools counselors who identify the neediest families, the 300+ volunteers that welcome, support and manage the event to the 35 local businesses that serve as donation sites, and 12 financial sponsors that invest thousands of dollars each year, Winterfest represents the best of what can happen when our community bands together to care for one another. The sense of relief, excitement and appreciation from families that attend Winterfest serves as a reminder that the holidays can represent a time of anxiety for many families in our community.

We rely on investment from churches, businesses, local organizations, civic groups and generous neighbors to fund the nearly \$40,000 required to host Winterfest each year. While the vast majority of these donations come in the form of in-kind gifts, financial contributions allow event leaders to leverage purchasing power and plan ahead.

We hope you will join us and invest in Winterfest 2019 as we seek to serve more families and kids, and help link families with quality resources that match their needs. To learn more about the event and ways that you can participate, please contact 253-535-7652.

Thank you for your consideration,

Winterfest Leadership Team

Center for Community Engagement and Service

winterfest@plu.edu

(253) 535-7652

Winterfest Leadership Team: Franklin Pierce Youth First | Franklin Pierce Schools | LeMay Family Collection | Pacific Lutheran University | Rainier View Christian Church



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WINTERFEST SPONSORSHIP

Tier 1 Sponsorship (before September 15th to be included in promotional materials)

\$2500+

- Sponsor logo promoted on 35+ Donation Boxers located in local businesses
- Signage and/or booth located in the hospitality area of the Winterfest entrance
- Sponsor promoted in the Franklin Pierce Schools VIEWS community newsletter sent to 30,000 local households
- Sponsor promoted on 100+ donation letters sent to local churches, schools, businesses and civic groups
- All promotion noted with Tier 2 and 3 sponsorships

Tier 2 Sponsorship (before September 15th to be included in promotional materials)

\$1000-\$2500

- Sponsor name promoted on 35+ Donation Boxers located in local businesses
- Sponsor highlighted on social media of event hosts (Rainier View Christian Church, Pacific Lutheran University and Franklin Pierce Schools)

Tier 3 Sponsorship

Up to \$1,000

- Sponsorship name and logo on Winterfest 2019 website and printed programs

Other ways to be involved

Sign up to volunteer

Winterfest relies on 300+ volunteers to assist with setup, takedown, decorations, stocking coats and toys, facilitating games and activities, hosting Santa Clause and serving as a 1:1 guide for children on the day of the event.

Host a donation site

In addition to financial donations that allow organizers to procure gifts and toys, 35+ organizations host toy and coat drives each year to procure Winterfest items.

To learn more about Winterfest and to discuss your involvement, please contact Kristin Menson at kmenson@plu.edu or by calling 253-535-7652.