



If you're a charity, non-profit, or service organization looking for a fun, affordable new way to raise money, gain media exposure, connect with new donors, and energize your members, have we got a solution for you!

Imagine...

You and thirty-nine friends, business associates, board members, and volunteers – all dressed up in holiday costumes, eating great food and drinking some holiday cheer.

Now imagine that you take this party on the road, and spend the evening traveling from one restaurant, bar, or party to the next – and that after you get warmed up you even sing holiday carols.

And now imagine that this party raises thousands of dollars for the less fortunate in your community!

**That's what Santa Night is:
the most fun you will ever have raising money for
your community.**

All over the country, groups just like yours have already discovered the magic of Santa Night: a unique, exciting, stress-free fundraising event that only takes a few hours, raises great money, and leaves participants wanting more.



The Santa Night Mission

Santa Night's mission is simple: to help non-profits and service organizations raise money for the less fortunate during the holiday season – and have fun doing it!

The idea for Santa Night was born in 1998 when two Burlington, VT businessmen decided that they were bored with traditional fundraising events and wanted to start having more fun. They developed Santa Night as a way to make community involvement appealing to everyone.

These days, when it's more important than ever to reconnect with the essential goodness in all of us, we are excited and honored to share Santa Night with you.

Santa Night Benefits

When you become a Santa Night Affiliate, you'll get a complete, turnkey event that gives you...

- ★ Total control over the money you raise.
- ★ Fantastic ROI – on both time and money.
- ★ A great team-building event that attracts new donors, members, and volunteers – especially the under-40 crowd!
- ★ Fantastic media exposure for your organization.
- ★ Affordable, flat-fee pricing that covers everything you need to run a successful Santa Night event, and guarantees you exclusive rights to Santa Night in your area.



Santa Night ROI: (Return on Investment)

★ The First Year event cost: ★

1. Event Fee	\$950.00
2. Costumes	\$800.00
3. Transportation	\$375.00 (High Estimate)
4. Miscellaneous	\$250.00 (Estimate)

Total

\$2,275.00

Conservative Revenue Estimate . . . \$10,000.00
 First Year Event Cost \$ 2,275.00

Projected First Year Revenue \$ 7,725.00 ★

★ The Second Year event cost: ★

1. Event Fee	\$950.00
2. Transportation	\$375.00 (High Estimate)
3. Miscellaneous	\$250.00 (Estimate)

Total

\$1,575.00

Conservative Revenue Estimate . . . \$13,000.00
 Second Year Event Cost \$ 1,575.00

Projected Second Year Revenue . . . \$ 11,425.00 ★



What will you get when you join the Santa Night Family?

We give you our brand, our proven formula, and all the equipment and support you need to create a great fundraiser with a minimum of effort. And...

- ★ A complete step-by-step "How To" manual for running a successful event .
- ★ An 800 number to call for support and advice (1-888-YO-SANTA).
- ★ All the templates and forms you will need for your printed materials, both on CD and downloadable from the web.
- ★ A DVD of the actual event that you can show to potential sponsors and participants.
- ★ A coordinated plan for attracting event sponsors.

You'll also get a customized Santa Night web site with the following features:

- ★ Your own web address (www.santanight.com/yourevent).
- ★ Your contact information with a personalized email address.
- ★ Specific information about your event, including your receiving organizations.
- ★ Online listing of "Rooftops" (the places where your Santa Night Singers will stop), with information and a link to each establishment's web site.
- ★ Prominent links to your primary Sponsors.
- ★ An online store selling Santa Night merchandise – and you get to keep the profit!
- ★ An on-line donation page at the Santa Night website (www.SantaNight.com) where donations can be securely processed and delivered directly to your particular organization. No need to go through the hassle of setting up your own credit card and secure transaction center – we provide that service for you!
- ★ Your own Photo Gallery.
- ★ A customized email system to help you stay in touch with participants, restaurants, and sponsors.
- ★ Your email system will include announcement templates, reminders, and e-list management functions.
- ★ Administrative access panel so that you can update your Santa Night website yourself, whenever you need to.

contact one of Santa's Little Helpers to find out more about what Santa Night can do for you!

**Toll-free 1-888-YO-SANTA
(888-967-2682)
info@santanight.com**

Santa Night is a fund raising special event brought to you by the folks at FunRaising 101, LLC

