



partnering
with



The Santa Project

The Santa Project features Santa and his elves making personal visits to children and their families during the Christmas season. This initiative, created during the COVID pandemic, was so successful in its first year that more than 2,300 children were able to greet Santa and his elves at their homes.

Sponsors help with supporting designated neighborhoods for Santa to visit while families sign up for an in-person, at home visit from Santa and his elves. Santa also visits more than 100 children in cooperation with the Howard County Public School System. Santa has a "Nice List" and a bag of goodies. Families are encouraged to take selfies and enjoy the holiday cheer.

Sponsorship Opportunities

Neighborhood Sponsor

- From \$500 to \$5,000. Price of neighborhood depends on size, number of houses and demand.
- Logos on signs to place in neighborhood
- Logo on banner on back of Santa's truck
- Logo on flier to distribute to mailing lists, neighborhood
- Social media recognition
- Logo and link on web page

Goody Bag Sponsor

- Sponsor an item or items within the goody bags given to all of the children.
- Social Media recognition
- Logo and link on web page

School Zone Sponsor

- From \$10,000 to \$20,000.
- Logo on signs to place in school zone
- Logo on banner on back of Santa's truck
- Logo on flier to distribute to mailing lists
- Social Media recognition
- Logo and link on website

North Pole Sponsor

- Over \$20,000
- Logo on all signs and banners
- Logo and link on website
- Social Media recognition
- Other opportunities to be mutually agreed upon by both parties