



*...A magical holiday adventure based on the book by Chris Van Allsburg
Union Station, Burlington, Vermont
December 11 & 12, 2021*

Fundraiser Description

The Vermont Children's Trust Foundation ("VCTF") is bringing **The Polar Express™** back to Burlington for its 20th year. The event is a fundraiser for the Vermont Children's Trust Foundation, and provides a high quality, affordable holiday event for the whole family to enjoy. As VCTF's signature event, it is one of the organization's primary sources of fundraising dollars. **The Polar Express™** is an extremely popular event -- so popular, in fact, that tickets sell out immediately every year. Because it is such a high profile event, it provides great visibility for VCTF and the companies who support VCTF. All of our business supporters are offered advance ticket purchasing privileges for their employees, a fantastic way for our supporters to thank staff.

Based on Chris Van Allsburg's timeless holiday classic children's book, VCTF's magical journey aboard **The Polar Express™** includes story-telling, song-leading conductors, chefs in white jackets and hats serving hot cocoa and cookies, and a sea of elves greeting riders to the North Pole (Union Station) where they will experience a special reading of Chris Van Allsburg's book. The story ends with a surprise visit from Santa himself who beckons the children to follow him upstairs where he hands out shiny bells that ring true to all who truly believe.

Statistics from 2019:

3,600 attendees

750 volunteers

\$165,000 raised to support children's programming across Vermont

Media coverage through local newspapers

About the Vermont Children's Trust Foundation

VCTF is a nonprofit organization that raises money to fund community based prevention programs for children and families throughout Vermont. In 2022, VCTF is granting approximately \$507,000 to 59 prevention programs throughout the state.

The programs that VCTF funds strive for one or more of the following outcomes:

- Vermont's families are safe, nurturing, stable, and supported.
- Vermont's children and young people achieve their potential

Benefits to VCTF Corporate Supporters:

\$10,000 Shining Star:

- Company logo on all promotional materials with premier placement, including: B&W logo on tickets, color logo on flyer, and color logo on back page of program/songbook
- Recognition in all social media promotion (over 6,000 contacts)
- Company logo and link to your site will be on VCTF's web site, www.vtchildrenstrust.org for one year with premier placement
- Company recognition the night of the event with premier placement, including full color logo on screen, posters and banner
- 20 free tickets to the event (\$500.00 value)
- Advance purchase of up to **200 tickets** for employees at \$32.00.
- 20 tickets will be donated to the agency of your choice serving under-privileged youth

\$5,000 Gold:

- Company logo on all promotional materials with premier placement, including: B&W logo on tickets, color logo on flyer, and color logo on back page of program/songbook
- Recognition in all social media promotion (over 6,000 contacts)
- Company logo and link to your site will be on VCTF's web site, www.vtchildrenstrust.org for one year with premier placement
- Company recognition the night of the event with premier placement, including full color logo on screen, posters and banner
- 10 free tickets to the event (\$300.00 value)
- Advance purchase of up to **100 tickets** for employees at \$32.00.
- 10 tickets will be donated to the agency of your choice serving under-privileged youth

\$2,500 Silver:

- Company logo on most promotional materials with secondary placement
- Recognition in all social media promotion (over 6,000 contacts)
- Company logo will be on VCTF's web site, www.vtchildrenstrust.org for one year with secondary placement
- Company recognition the nights of the event with secondary placement
- 5 free tickets to the event (\$150.00 value)
- Advance purchase of **50 tickets** for employees at \$32.00.
- 5 tickets will be donated to the agency of your choice serving under-privileged youth

Corporate Bell Ringer:

Bell Ringer supporters will have their business names listed in our event songbook and have the ability to purchase the following numbers of tickets for their employees.

\$2,000

- Business name listing in songbook
- Advance ticket purchase for employees - up to **40 tickets** at \$32.00 each

\$1,500

- Business name listing in songbook
- Advance ticket purchase for employees -up to **30 tickets** at \$32.00 each

\$1,000

- Business name listing in songbook
- Advance ticket purchase for employees -up to **25 tickets** at \$32.00 each

\$750

- Business name listing in songbook
- Advance ticket purchase for employees -up to **15 tickets** at \$32.00 each

\$500

- Business name listing in songbook
- Advance ticket purchase for employees -up to **10 tickets** at \$32.00 each

AND GOOD WILL TO ALL....



BUILDING RESILIENCE • CREATING OPPORTUNITY