



...A magical holiday adventure based on the book by Chris Van Allsburg
Union Station, Burlington, Vermont
December 5 & 6, 2026

Fundraiser Description

The Vermont Children's Trust Foundation ("VCTF") is bringing **The Polar Express™** back to Burlington for its 24th year. The event is a fundraiser for the Vermont Children's Trust Foundation, and provides a high quality, 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 2025:

3,600 attendees

750 volunteers

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

Media coverage through local radio stations

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 2025, VCTF is granting approximately \$650,000 to 60 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: 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 (\$800.00 value)
- Advance purchase of up to **150 tickets** for employees at \$40.00.
- 20 tickets will be donated to an organization serving under-privileged youth in your name
- Additional promotion as agreed upon

\$5,000 Gold:

- Company logo on all promotional materials with premier placement, including: 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 (\$400.00 value)
- Advance purchase of up to **75 tickets** for employees at \$40.00.
- 10 tickets will be donated to an organization serving under-privileged youth in your name

\$2,500 Silver:

- Company logo on all promotional materials with secondary placement, including 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 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 (\$200.00 value)
- Advance purchase of **50 tickets** for employees at \$40.00.
- 5 tickets will be donated an organization serving under-privileged youth in your name

Corporate Bell Ringer:

Bell Ringer supporters will have their business names listed in our event songbook, be promoted on our social media 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 \$40.00 each

\$1,500

Business name listing in songbook

Advance ticket purchase for employees -up to 30 tickets at \$40.00 each

\$1,000

Business name listing in songbook

Advance ticket purchase for employees -up to 25 tickets at \$40.00 each

\$750

Business name listing in songbook

Advance ticket purchase for employees -up to 15 tickets at \$40.00 each

\$500

Business name listing in songbook

Advance ticket purchase for employees -up to 10 tickets at \$40.00 each

We would be delighted to have you join us in supporting this community event. Please reach out to Amanda at 802-951-8604 or amanda@vtchildrenstrust.org with questions or to arrange for sponsorship.

AND GOOD WILL TO ALL....



BUILDING RESILIENCE • CREATING OPPORTUNITY