



Dear Friend of Variety,

From Thursday, November 30th through Saturday, December 2nd, Variety – the Children’s Charity of the Delaware Valley will host our annual Holiday Lane extravaganza! During this three day span, Variety’s campus will be open for visitors to drive through (Nov. 30th only) or walk along a festively decorated and illuminated “Holiday Lane” – a path through campus full of decorated cabins, festive activities, and live entertainment for all ages! We will also be offering a dedicated Children’s Hour with special activities on Saturday, December 2nd from 3–5pm.

Variety’s Holiday Lane is a wonderful, family-friendly opportunity to visit Variety’s campus and is only possible through the support of many community partnerships and volunteers. We hope you will come by to enjoy the decorations, warm up with a complimentary hot cocoa, shop for holiday goods made by VarietyWorks participants, and get into the holiday spirit!

Holiday Lane runs from:
5–7pm on November 30
4–9pm on December 1
3–9pm on December 2

If you’re interested in decorating your own cabin for guests to visit, sign up today by contacting events@varietyphila.org. Variety will be giving away a prize for the Audience Choice Best Cabin, and public voting will take place during the event.

We also need and welcome volunteers to help each evening with various activities including setting up for guests, decorating our campus, greeting visitors, facilitating activities along the Lane, and more! Please contact us at volunteer@varietyphila.org if you and/or your group are interested in learning more ways to get involved.

We hope that you will stop by!
Holiday Lane Planning Committee

HOLIDAY LANE

Sponsorship Levels



FESTIVITIES SPONSOR

JUST ONE AVAILABLE ~ \$10,000

- Your name and logo on recognition signs at the beginning of the Holiday Lane Path
- (1) stand-alone post-event recognition on Variety's social media outlets
- Opportunity to include a branded item with guests' welcome gift bags (distributed upon entry)
- Lunch with Variety's CEO and Director of Programming
- Opportunity to reserve a volunteer day in Fall 2023 or Spring 2024 for your group/team (timing depends on date of sponsorship commitment)
- All benefits associated with Holly Sponsor level

HOLLY SPONSOR \$5,000

- Recognition sign with your name and logo along the entrance driveway AND in Recreation Hall wall displays on event days
- Recognition on Variety's social media, including (2) stand-alone posts
- Recognition in the press release
- Prominently listed name and logo on all event promotions
- All benefits associated with the Snowflake Sponsor level

SNOWFLAKE SPONSOR \$3,000

- Your name and logo on recognition signs at the Variety arts & crafts, baked goods, and merchandise sales carts
- Recognition on Variety's social media, including (1) stand-alone post
- All benefits associated with the Gingerbread Sponsor level

GINGERBREAD SPONSOR \$1,000

- Recognition with your name in Recreation Hall wall displays for the (3) event days
- Recognition in donor listing on back-side of event maps distributed upon entry
- Recognition on event website
- Up to (6) company/family representatives may attend and/or volunteer at the event for all (3) days

SPECIAL & LIMITED SPONSORSHIP OPPORTUNITIES

HOT COCOA

JUST ONE AVAILABLE ~ \$2,500

- Recognition sign at your sponsored location
- Opportunity to provide your own branded cups for guests (Hot Cocoa Sponsor Only)
- All benefits associated with the Gingerbread Sponsor level

~~ENTERTAINMENT~~

~~JUST ONE AVAILABLE ~ \$2,500~~

SOLD

S'MORES

JUST TWO AVAILABLE ~ \$2,500

HOLIDAY LANE EVENT DONOR

Your donations make a meaningful impact on the lives of the children and young adults with disabilities and their families whom we serve. Please consider an event donation of any amount to support Variety's year-round programs and services

DEADLINE: Sponsors are responsible for providing high-resolution electronic logo files.

To receive all listed benefits for the full duration of time listed, sponsorship commitments must be received by Nov. 5th. **Holiday Lane is open to the public and is a Rain-or-Shine event.** Contact events@varietyphila.org for more information

HOLIDAY LANE Sponsorship Form



Join Variety – the Children’s Charity of the Delaware Valley for our annual Holiday Lane! The event includes festive decorations, live entertainment, activities for kid, and an outdoor market.

Date: November 30, 2023 (Drive-Thru Tour); December 1-2, 2023 (Walking Tours)

Time: 5–7pm Nov. 30; 4–9pm Dec. 1; 3–9pm Dec. 2

Location: Variety – the Children’s Charity, 2950 Potshop Road, Worcester, PA 19490

Sponsor Levels: See below or contact events@varietyphila.org

Expected Attendance: 1000+

Contact Name: _____

Organization: _____

Email: _____

Phone: _____

Address: _____

Sponsor Level (circle one):

Festivities
\$10,000

Holly
\$5,000

Snowflake
\$3,000

Gingerbread
\$1,000

Hot Cocoa
\$2,500

Entertainment
\$2,500

S’mores
\$2,500

Event Donor
Any Amount

Enclosed is my check made payable to Variety – the Children’s Charity for \$ _____

- OR -

Please charge my: Visa / MasterCard / Discover / American Express (Circle one)

Card Number: _____

Expiration: _____ CVV: _____

Date: _____

PLEASE NOTE ALL CREDIT CARD PAYMENTS ARE SUBJECT TO A SMALL CREDIT CARD SERVICE FEE.
WE ALSO ACCEPT VENMO & PAYPAL.

**PLEASE SEND CHECKS TO:
Variety – the Children’s Charity
P.O. Box 609
Worcester, PA 19490**

This form can be returned via email to events@varietyphila.org,
Fax at 610.584.5586, or mailed to the address above.

For questions, please email events@varietyphila.org or call (484) 214-5450