

24th Annual

Breakfast with Santa

2025 Sponsorship Deck

Presented By:



Physicians To Children, Inc.

Saturday, December 6, 2025
Hotel Roanoke and Conference Center



child health
investment partnership
of the Roanoke Valley
health is hope



Season's Greetings,

In 2000, we held the very first Breakfast with Santa at Hotel Roanoke with a simple but meaningful vision: to bring our community together in the spirit of the season while raising support for CHIP of Roanoke Valley. What began as a single-seating breakfast has since grown into one of the region's most beloved holiday traditions.

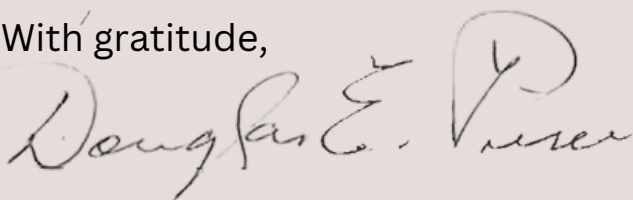
In 2003, we added a second seating to meet rising demand. By 2022, we introduced a third seating, and now, more than 900 guests join us each December to celebrate the season and support a cause that continues to impact families across our region. With only one pause in 2020 due to the COVID-19 pandemic, this event has endured for 24 years and continues to grow in joy, scale, and purpose.

Breakfast with Santa is CHIP's largest annual fundraiser, and its success plays a vital role in helping us achieve our mission: to prepare children for school and life by ensuring they are healthy, supported, and ready to learn. Funds raised through this event directly support the in-home services our nurses and family case managers provide, including health coordination, developmental support, parenting education, and mental health resources for families who need it most.

The heart of this event has always been our community. It's the generosity of sponsors, volunteers, and supporters like you that transforms this festive gathering into something truly meaningful. When you choose to sponsor Breakfast with Santa, you're helping make sure every child we serve has the opportunity to thrive, not just at Christmastime, but every day.

Thank you for believing in our work and for helping us carry on this special tradition. We hope you'll join us again this year.

With gratitude,



Douglas Pierce, M.D.

Founder, CHIP of Roanoke Valley



Celebrate the holiday season as a valued sponsor of our **24th Annual Breakfast with Santa** at the beautiful Hotel Roanoke on Saturday, December 6th! Your support brings the magic of the season to life, creating unforgettable memories for families in our community. Enjoy a morning filled with festive fun, including a delicious breakfast buffet, interactive holiday activities, and cherished moments with Santa. This event is sure to sell out with over 900 people attending every year!

As a sponsor, you'll have the opportunity to choose between three exclusive seatings, ensuring a memorable experience for you and your guests. Join us in making this holiday tradition truly special!



Who Benefits from BWS?

328

families served
in FY 2024

2888

home visits conducted
in FY 2024

32

individuals received
free counseling

100% of proceeds benefit the **Child Health Investment Partnership (CHIP) of Roanoke Valley**, a trusted early childhood home visiting program. Since 1988, CHIP has empowered over 28,000 children and their families, providing the support needed for a healthy, successful start. We partner with underserved pregnant moms, children from birth to first grade, and their caregivers, pairing them with a Community Health Nurse and Family Case Manager who offer guidance on accessing medical services, managing chronic conditions, and promoting healthy development.

Through personalized care, families receive developmental education, kindergarten readiness support, oral health resources, and regular child assessments. Our comprehensive approach helps build parenting skills while empowering families to reach their goals toward self-sufficiency. We also offer targeted services such as Prenatal Case Management, NICU support, Asthma Case Management, and Mental Health Counseling, ensuring that each child and family receives the specialized care they need.





\$10,000 Presenting Sponsor

- 30 tickets to your choice of seating
- Interactive station at event
- Logo on all event materials, website, and social media

\$7,500 Santa Photo Sponsor

- 20 tickets to your choice of seating
- Sponsor of professional Santa Photos and Photobooth
- Logo on all event materials, website, and social media

\$5,000 Sponsor

- 15 tickets to your choice of seating
- Interactive station at event
- Logo on all event materials, website, and social media

\$3,500 Sponsor

- 12 tickets to your choice of seating
- Interactive station at event
- Logo on all event materials, website, and social media



\$1,000 Table Sponsor

- 10 tickets to your choice of seating
- Logo on all event materials, website, and social media

\$500 Sponsor

- 5 tickets to your choice of seating
- Logo on all event materials, website, and social media

\$250 Sponsor

- 2 tickets to your choice of seating
- Logo on all event materials, website, and social media

interested in becoming a sponsor?
contact BWS@chiprv.org



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santabreakfast.org

bws@chiprv.org