

The BE A MUSHROOM
FOUNDATION
and
the City of Chandler
Present the
Santa at City Hall
Car Show
and
holiday market

2026
SPONSORSHIP &
VENDOR
INFORMATION

Road to Riches

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Santa at City Hall Car Show

Saturday, December 12

2026

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Chandler FOR
THE **Holidays**



ABOUT US

BAM FOUNDATION

The BE A MUSHROOM (BAM) Foundation, led by former NFL player Jerome Daniels MCAA, PHD Candidate and co-founder wife Lisa Daniels MSN-ED, RN, is dedicated to uplifting communities by providing essential resources and education that promote financial stability, mental health and empowerment. Through strategic partnerships and initiatives, the Foundation aims to break the cycle of poverty and enable individuals and families to achieve lasting financial independence.

OUR MISSION

Our mission is to provide education and resources to support Financial Wellness, Mentorship and Workforce Development in our community. Our goal is to empower young people, their families and their communities through scholarships, and access to resources, enabling them to overcome challenges and achieve their full potential.

ROAD TO RICHES FINANCIAL WELLNESS PROGRAM- CHANDLER

Traditional financial literacy classes focus on boring math and balancing checkbooks. At the BAM Foundation, we do things differently. We meet junior high and high school students exactly where they are—helping them understand the psychology behind their spending, manage the stress of modern peer pressure, and build a secure roadmap for their future. This program is designed to be implemented in strategic communities throughout Metro Phoenix and beyond. Our Partnership with the City of Chandler showcases our efforts to effect change in families that need it the most.

GET IN TOUCH



480-599-9649



2820 S. Alma School Rd, Ste. 18
4062 Chandler, AZ. 85286



info@beamushroom.com



www.BAMFoundation.org



SANTA AT CITY HALL CAR SHOW

Events:

CAR SHOW
FOOD TRUCKS
VENDORS
MUSIC/ DJ
PICTURES W/ SANTA & FRIENDS
HOLIDAY PHOTOS
SANTA'S WORKSHOP FREE TO ALL KIDS

Dates:

DECEMBER 12, 2026
1PM-6PM GENERAL ADMISSION FREE
CAR AND VENDOR SET-UP 8AM

Location:

CITY HALL GREENBELT
WASHINGTON STREET GARAGE
QUARTHAUS BAR/ARISTOCRSAT COFFEE
240 S. WASHINGTON STREET
PUBLIC PARKING AT BOSTON AND WASHINGTON ST. GARAGE

SPECIAL GUEST

APPEARANCES:

Athletes, Celebrities & Entertainers

Disclaimer: CITY OF CHANDLER & BAM FOUNDATION 501(c)(3) reserves the right to change, modify, or alter any aspect of the Event including, without limitation, the event schedule, and the appearances at any time, for any reason, without any prior notice.

THE EXPERIENCE



ROAD TO RICHES CAR SHOW

Saturday, December 12, 2026
\$25 per CAR + 1 NEW Unwrapped
GIFT for ENTRY

SANTA'S PICTURE VILLAGE & SANTA'S WORKSHOP

Step into the Magic of the Season! Bring the whole family to Santa's Picture Village, where holiday memories come alive! Meet Santa, snap the perfect Christmas photo, and explore the FREE Santa's Workshop, a hands-on holiday craft area where kids can create their own festive treasures to take home. Smiles, crafts, and memories... all wrapped up in holiday cheer!



FOOD TRUCKS, HOLIDAY MARKET, VENDORS & FUN

The holiday market will feature many selections. A diverse selection of food vendors and will cater to every palate. From gourmet breakfast burritos to sweat delights, attendees can enjoy flavors from around the world. Don't miss out on homemade desserts and local specialties that reflect regional tastes. Additionally, there will be local vendors featuring fresh-pressed juices and artisanal coffee, tea and smoothies perfect for a refreshing pick-me-up.



DJ-MUSIC

All the latest hits along with some oldies but goodies making your Car Show Experience a memorable one Listen for hourly prize giveaways!!!!

BE A MUSHROOM SPONSORSHIP PACKAGES

BAM Title Sponsor

Logo inclusion on all digital advertising + Facebook, Instagram, and Website platforms & Banner at event provided by Title Sponsor

The Title Sponsor will be featured on all advertising material after payment and contract signatures.

Will include all Diamond Sponsor package amenities plus One (1) additional Banner and One (1) additional booth space all provided by Title sponsor.

2027 BAM Foundation City of Chandler Unified High School Graduate Scholarship Fund.

\$10,000

BE A MUSHROOM SPONSORSHIP PACKAGES

BAM Diamond Sponsor

Logo inclusion on all digital advertising + Facebook, Instagram, and Website platforms

One (1) full-page color ad in the digital event program

ACCESS to VIP Hospitality Area hosted by Current and Former NFL/MLB Players and Celebrities

One (1) Banners (organization to provide) placed at designated areas

One (1) Premium Vendor Booth/Exhibition spaces at the event

2027 BAM Foundation City of Chandler Unified High School Graduate Scholarship Fund.

\$7500

BAM Platinum Sponsor

Logo inclusion on all digital advertising + Facebook, Instagram, and Website platforms

One (1) 1/2-page color ad in the digital event program

One (1) Vendor Booth/Exhibition space at the event

2027 BAM Foundation City of Chandler High School Graduate Scholarship Fund.

\$5000

BE A MUSHROOM SPONSORSHIP PACKAGES

Santa's Work Shop

This provides all the art supplies needed to create a safe learning space in Santa's Village. Kids will work on Christmas themed arts and craft projects that they can bring home and enjoy. All activities supervised by the City of Chandler Housing authority youth program staff & Volunteers.

\$2500

BAM Gold Sponsor

Sponsors 20 kids in the Road to Riches Financial Wellness Program

Or

Be A Mushroom Computer fund for laptops & tablets

\$1000

BAM Silver Sponsor

Sponsors 10 kids in the Road to Riches Financial Literacy Program

Or

Be A Mushroom Computer fund for laptops & tablets

\$500

EXHIBITOR AND FOOD VENDOR PACKAGES

DEADLINE for securing Sponsorships is October 31, 2026. Deadline for Exhibitor and Food Vendor Space: November 12, 2026.

Exhibitor / Non-Food

\$100(per 10'x10')

Saturday December 12th, 2026

Food Vendor / Food Truck

\$200 (per 10'x10')

Saturday December 12th, 2026

- Space for both Exhibitor(s) and Food Vendor(s) will measure 10 feet wide x 10 feet long.
- Exhibitor(s) and Food Vendor(s) are required to bring their own canopy tent, lights, chairs, tables, trash containers, and generator (if needed). No electricity Provided!!!!

Disclaimer: Prices are subject to change at any time before acceptance of the written agreement. Please contact us before sending in registration. All Exhibitor(s), Food Vendor(s), and Sponsorship(s) sales may be subject to additional credit card service fees.

For more Information please email us at info@beamushroom.com



CAR REGISTRATION ENTRY

DEADLINE for securing Car Registration Entry is November 30, 2026.

CAR Entry \$25

One Entry into the Car Show

Eligible for all Prizes and
Trophies

Dash Plaque

All Cars Welcome

SCAN ME



- One parking space in Washington Street Garage. (1 spot per car)
- Cars must be at Washington Street Garage between 10:30-11 am. Cars will begin loading at 11:00 am
- Spots will be first come first serve for placement.
- Cars must remain on site until 6:00pm.

Disclaimer: Prices are subject to change at any time before acceptance of the written agreement. Please contact us before sending in registration. All Exhibitor(s), Food Vendor(s), and Sponsorship(s) sales may be subject to additional credit card service fees.

For more information please email us at info@beamushroom.com

**The Be A Mushroom Foundation 501(c)(3) & The City of Chandler
Road To Riches Car Show Experience**

SPACE EQUIPMENT must be provided by the Exhibitors and Food Vendors. Space fees do not include any canopies, lights, electricity, tables, chairs, trash containers, generators, equipment, etc. Exhibitors and Food Vendors are responsible to remove all trash from space(s) upon leaving for the day.

LIABILITY FOR LOSS OR DAMAGE the Exhibitors and Food Vendors are highly suggested to provide their own property and liability coverage as BAM Foundation and the City of Chandler DOES NOT hold any liability for loss or damage. It is highly suggested you procure and maintain a policy of general liability insurance in any amount not less than Fifty Thousand Dollars (\$50,000). By means of an executed and paid registration to Exhibit and Food Vending, the Exhibitors and Food Vendors agree to assume all risks relating to their property and negligence holding harmless The City of Chandler & The Be A Mushroom Foundation from all loss or liability.

INSURANCE & APPLICATION FOR FACILITIES USE all Exhibitors and Food Vendors must fill out and sign this BAM Foundation Exhibitor, and Food Vendor agreement and abide by all City of Chandler & BAM Foundation rules and regulations. Each Exhibitors and Food Vendors must also procure and maintain a policy of general liability insurance in any amount not less than Fifty Thousand Dollars (\$50,000), single limit against claims for bodily injury, death, and property damage occurring in connection with rental organizations use of any portion of the facilities; naming The City of Chandler & The Be A Mushroom Foundation as additional insured and provide evidence of such coverage before the date of use. (If documents are not provided, Exhibitor/Food vendor understands that they take on all responsibility for loss or injuries to public or property).

CITY OF CHANDLER APPROVAL

The City of Chandler will require additional paperwork to gain final approval for this event.

FOOD AND BEVERAGES offered by the Exhibitors and Food Vendors must provide and display a current Food Permit from the County to serve food and beverages. There are no refunds for Food Vendors who are unable to obtain the proper permits or don't possess permits due to their business practices. Exhibitors and Food Vendors may only sell what is listed on your registration form. All Exhibitors must have a current 2026 City of Chandler Permit to sell any food or merchandise. City of Chandler will contact businesses directly after signing this contract. All Food Vendors must provide a copy of their Maricopa County health permit with registration and paid fees.

Signature of Company/Entity Representative

Print Name

Title

Date

**Thank you in advance for your consideration in partnering with
The City of Chandler and The Be A Mushroom Foundation Road to Riches Car Show
Experience!**

The Be A Mushroom Foundation 501(c)(3) & The City of Chandler Road To Riches Car Show Experience

Acknowledgement

DEADLINE for securing Exhibitor and Food Vendor Space: November 12, 2026

***After the Deadline Date, all Exhibitors and Food Vendors will incur a \$50 Late Fee**

SPACE RESERVATION and PAYMENT to reserve space(s), a signed Exhibitors and Food Vendors Agreement, with full payment for the confirmed space(s) and services, is required. **Full payment must be received by November 12, 2026. Upon acceptance of the signed Agreement, the BAM Foundation 501(c)(3) will sign, and return confirmation by email.**

SPACE ASSIGNMENT will be assigned upon receipt of the agreement and payment. Exhibitors and Food Vendors who are not Sponsors will be assigned space in consideration of several factors, including, but not limited to, date of registration, space available, special needs, and compatibility of the Exhibitors and Food Vendors. We will make every effort to accommodate the space preferences of our Exhibitors and Food Vendors but reserve the right to rearrange the floor plan and relocate an exhibit should we, at our sole discretion, determine it to be necessary.

EXHIBITOR AGREES TO DISPLAY THE BAM QR CODE ON THEIR TABLE DURING THE EVENT.

SPACE FEES for individual booths will measure (per 10'x10'). **Exhibitor Rates - \$100 per space. Food Vendor Rates - \$200 per space paid to the BAM Foundation 501(c)(3). All individual space prices will incur a \$50.00 late registration fee after November 12, 2026.**

EXHIBIT SET-UP starts on December 12, 2026, at 8:30 am and must be completed by 11:00am. TAKE-DOWN starts at 6:00pm and all equipment must be removed from the premises by 7:30pm. We require all Exhibitors and Food Vendors to stay operational between the hours of 1:00pm and 6:00 pm. Any Exhibitor that leaves early will be charged a \$100 fee to be paid within 48 hours after the event date.

CANCELLATIONS for confirmed registrations may be canceled by written notice to info@beamushroom.com. **No refund will be provided on cancellations. Cancellations made after November 12, 2026, will not be refunded & will incur a \$100 fee.** There are no exceptions to this policy.

EXHIBITOR BADGES for each space may have up to three (3) individuals working at any time. Badges and or Company shirts must always be worn at the event to distinguish Exhibitors and Food Vendors from the public/attendees. These identifiers are provided by each vendor and is not the responsibility of The BAM foundation or The City of Chandler.

No one will be allowed to set up space without a copy of paid registration.

DISMANTLING, PACKING and REMOVAL OF MERCHANDISE must be completed at the end of the event AFTER 6:00 pm.

The Be A Mushroom Foundation 501(c)(3) & The City of Chandler Road To Riches Car Show Experience

Acknowledgement- Neutrality Policy

DEADLINE for securing Exhibitor and Food Vendor Space: November 12, 2026

The Be A Mushroom Foundation is a nonpartisan, nonprofit organization dedicated to serving the entire community through mentorship, financial wellness, education, and community engagement. The Foundation does not endorse, support, or oppose any political party, political candidate, political action committee (PAC), or political organization.

To maintain a welcoming, inclusive, and family-friendly environment for all attendees, participants, sponsors, vendors, and volunteers, the following policy shall apply to all Be A Mushroom Foundation events:

- No political campaigning, electioneering, lobbying, or political advocacy is permitted at Foundation events.
- The sale, distribution, display, or promotion of political merchandise, campaign materials, literature, signs, petitions, advertisements, or promotional items is strictly prohibited, whether offered for sale or provided free of charge.
- Vendors, exhibitors, sponsors, and attendees may not use Foundation events as a platform to promote or oppose any political party, candidate, ballot measure, or political ideology.
- The Be A Mushroom Foundation reserves the sole right to determine whether any material, display, or activity violates this policy and may require the immediate removal of prohibited items or activities without refund. Individuals or organizations that fail to comply may be removed from the event at the Foundation's discretion.

The Be A Mushroom Foundation proudly welcomes people of every race, ethnicity, religion, background, and political belief. Our events are designed to unite communities through education, family activities, mentorship, and service—not to promote political viewpoints. We ask all participants to respect this mission by helping us maintain an environment that is positive, respectful, and inclusive for everyone.

Right to Remove Participants

The Be A Mushroom Foundation reserves the right to deny participation to, or remove from the event, any business that violates event policies, City of Chandler regulations, safety requirements, or the terms of this Agreement. The business agrees to cooperate fully with any such decision.

By signing the Event Participation Agreement, you acknowledge that you have read, understands, and agrees to comply with the terms and conditions set forth in this Acknowledgement.F

Print Name

Signature

Our Proud Sponsor/Partners

Chandler FOR THE Holidays



ENTERPRISE
BANK & TRUST



BE A

BAM



MUSHROOM FOUNDATION

The logo for Jerome Daniels, MCAA. It features a photograph of a football player in a white jersey with the number 72, running with the ball. Below the photo, the text "JEROME DANIELS, MCAA" is written in red. At the bottom, contact information is provided: "CELL: 602-768-3394", "FAX: 480-889-3700", "1839 S. ALMA SCHOOL RD., MESA, AZ 85210", and "ROME4HOMES72@GMAIL.COM". To the right of the contact information are logos for "REALTOR" and "EQUAL HOUSING OPPORTUNITY".

