

Nutcracker Festival 2017

Downtown Westport SnowFlake Boutique: Auction Donation *great exposure - new clients - showcase your items - media publicity*

With the support of Christ & Holy Trinity Church(CHC) and the Westport Downtown Merchants Association(DMA), Connecticut Theater Dance(CTD) will be hosting a two-day holiday event: Nutcracker Festival 2017 to raise scholarships for ENCORE Youth Company, non-profit, serving children throughout Fairfield County.



- December 15th & 16th
- Family events: horse & carriage rides, sidewalk hot chocolate, Santa & Sugar Plum Fairy, strolling carolers, free community entertainment, valet parking & shopping!
- Nutcracker Tea Parties with ballet performances, family-friendly Nutcracker Storybook reading and Land of the Sweets performances
- Nutcracker Scavenger Hunt: shoppers and families will gather stamps as the “shop” their way through downtown to redeem their free GIFT at the SnowFlake Boutique.

WHAT DOES ALL THAT ACTIVITY MEAN FOR YOU? **New clients**

All the activities start and/or lead families to Branson Hall in CHC, where we will have a shopping area, “SnowFlake Boutique,” and a large silent auction showcasing your donations.

BENEFITS to your STORE:

- Exposure to downtown Westport holiday shoppers
- Build customer loyalty by participating in this fun, family-friendly, holiday event!
- Identified on the NutcrackerFestival.com website
- All scavenger hunt guest will be directed to Branson Hall for their gift, for added “traffic”
- All tea party guests (2 seatings of 150 guests) will walk THROUGH SnowFlake Boutique!
- Social media promotion

Store AGREES to:

- Provide a donation-in-kind of goods and/or services
- Hand out/make available “scavenger hunt cards” (also available online to download) for two weeks prior to the event
- Display 8.5x11 acrylic photo frame with event info for two weeks before event and/or cross-promote on social media
- Drop-off items/gift-certificates the week of Dec 4-8

The Nutcracker Festival will be a memorable and special experience for families, shoppers and the community! We look forward to your participation in this fun, holiday event!

Please fill out the attached form and return by December 1

Cheers!

Michelle Sperry - Director, ENCORE Youth Company

SnowFlake Boutique Donation-in-kind Commitment

Please PRINT the following exactly as you wish it to appear in media materials.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

E-Mail: _____

Website: _____ Facebook: _____ Instagram: _____

Contact: _____

Sponsor Signature _____ Date _____

Thank you for supporting the 2017 Nutcracker Festival & participating in the SnowFlake Boutique Silent Auction

_____ Donation-in-kind for silent auction: (\$_____) approximate value

Please drop off items/gift certificates Dec 4- Dec 8 (15 Ketchum Street, Westport) or arrange for pick-up

Description of donation (item(s) - service(s) - expiration date): _____

- Please direct all inquiries to: Michelle Sperry, producerCTD@gmail.com, 203-246-8496
- Logos and/or more donation-in-kind information should be e-mailed in full resolution to: EncoreYouthCompany@gmail.com

ENCORE Youth Company, 15 Ketchum Street, Westport, CT 06880, Tax deductible, 501(c)(3) organization

The above described are the opportunities available for sponsors to donate to the Nutcracker Festival. As a condition to participating in the Nutcracker Festival, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all claims for damages resulting from the cancellation of the event for any reason whatsoever. As a further condition of participation, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all liabilities for any injury or loss resulting from cause incurred during the event.

15 Ketchum Street, Westport, CT 06880 | 203.293.4355 | NutcrackerFestival.com | producerCTD@gmail.com