



# CANDYLAND ADVENTURE GAME NIGHT

**Proposal By :**

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# MISSION STATEMENT

- Our Candyland Adventure Game Night brings children and parents together for a magical evening of fun and connection. Inspired by the whimsical world of Candyland, this event offers a sweet escape filled with laughter, creativity, and joy. By fostering community and creating lasting memories, we aim to bring smiles to the faces of families involved with the Children's Hospital of Philadelphia's Family Stress and Illness Program, reminding them that even in the most challenging times, there is always room for play, hope, and happiness.

## EVENT GOALS

- **Foster Family Bonding:** Encourage interactive, shared experiences that create memorable moments and strengthen family connections.
- **Promote Inclusivity and Participation:** Offer activities suitable for diverse age groups and abilities, ensuring everyone feels welcome and able to join in the fun.
- **Fundraise for the Program:** Generate revenue to support the Family Stress and Illness program, which is essential to providing resources and support to families facing health challenges.

## FINANCIAL GOAL

- Raise \$20,000 by the end of the event day to support the Family Stress and Illness program at the Children's Hospital of Philadelphia (CHOP). This funding will be allocated toward creating family-centered support services, including wellness programs, comfort initiatives (e.g., family care carts), and social activities designed to alleviate stress during treatment.
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Expenses			
Main Category	Subcategory	Budget	Comments
Decorations			
	Signs	\$ 800.00	<a href="#">Link</a>
	Foam Boards (10 x \$25 each) Entrance, Registration, & Tab	\$ 250.00	<a href="#">Link</a>
	Sponsor Banners (WAWA & Hershey)	\$ 60.00	<a href="#">Link</a>
	Candyland arch	\$ 20.00	<a href="#">Link</a>
	Candyland words for arch	\$ 40.00	<a href="#">Link</a>
	Candyland decor	\$ 120.00	<a href="#">Link</a>
	Candland cardboard stand-ups	\$ 80.00	<a href="#">Link</a>
	Balloons	\$ 40.00	<a href="#">Link</a>
Food			
	Cotton cancy floss- 3 packs of 2	\$ 30.00	<a href="https://www.reventals.com/philadelphia-pa/catering-equ">https://www.reventals.com/philadelphia-pa/catering-equ</a>
	Cotton cancy cones- 16 packs	\$ 40.00	<a href="https://www.reventals.com/philadelphia-pa/catering-equ">https://www.reventals.com/philadelphia-pa/catering-equ</a>
	Popcorn	\$ 95.00	<a href="https://www.reventals.com/philadelphia-pa/catering-equ">https://www.reventals.com/philadelphia-pa/catering-equ</a>
	Candy	\$ -	<a href="#">Sponsored by Hersey</a>
Games			
	Bouncy Caslle	\$ 400.00	<a href="https://gamestogofm.com/candy-land-bounce-n-slide-co">https://gamestogofm.com/candy-land-bounce-n-slide-co</a>
	Giant Candland Games	\$ 120.00	<a href="https://www.ssw.com/item/giant-candy-land-W14684/">https://www.ssw.com/item/giant-candy-land-W14684/</a>
	Ring Toss Game	\$ 15.00	<a href="https://www.reventals.com/philadelphia-pa/games-renta">https://www.reventals.com/philadelphia-pa/games-renta</a>
	Ring Toss Decor	\$ 40.00	<a href="https://www.etsy.com/listng/1282133381/giant-lollipop-">https://www.etsy.com/listng/1282133381/giant-lollipop-</a>
	Gum Drop Guess	\$ 15.00	<a href="https://blaircandy.com/giant-gum-drops-5lb.html?srsltid=">https://blaircandy.com/giant-gum-drops-5lb.html?srsltid=</a>
	Crafting Stations Supplies	\$ 200.00	
Venue rental			
	Perelman Quad- Penn University	\$ 4,000.00	Estimate based on other prices on website
Staff			
	Staff	\$ 2,500.00	
	Photographer	\$ 800.00	100 dollars per hour for 8 hours
	Staff /Volunteer Tshirts	\$ 600.00	75 shirts for 8 dollars each
Marketing			
	Flyers & Posters	\$ 900.00	
	Email Campaign	\$ 450.00	
	Event Signage	\$ 750.00	
	Social Media Promotions	\$ 650.00	
	Other Digital Content	\$ 250.00	
Security			
	5 unarmed gaurds	\$ 600.00	\$20/hr for 6hrs - based on average pay
Emergency			
	Contingency Fund	\$ 2,000.00	10% of expenses
Raffle related			
	Raffle basket- Family board games	\$ 70.00	Clue, The Game of LIFE, Candyland, Chutes and Ladders
	Raffle basket- Family games (not board)	\$ 65.00	Jenga, Uno, Headbanz, Battleship
	Raffle basket- Adult game night	\$ 80.00	Scattergories, Cards Against Humanity, Codenames, Incoherent
	Raffle basket- Family movie night	\$ 60.00	<a href="#">Link</a>
	Baskets for raffle baskets	\$ 40.00	<a href="#">Link</a>
	Holders for raffle "baskets" (tickets)	\$ 10.00	<a href="#">Link</a>
	Stuffing for baskets	\$ 15.00	<a href="#">Link</a>
	Collection boxes for raffle tickets	\$ 20.00	<a href="#">Link</a>
Equipment/Technology			
	Audio/visual, Wi-Fi	\$ 2,500.00	Sourced from ChatGPT
	Eventbrite	\$ 1,361.00	Processing fees: 3.7% + \$1.79 service fee per ticket 2.9% payment processing fee per order
Music			
	Music and DJ services	\$ 300.00	From SPARK
<b>Total Expenses</b>		<b>\$ 20,386.00</b>	

Revenues			
Main Category		Budget	In-Kind
Ticket Sales			
	CHOP - Patient (2hr)	\$ 180.00	
	All Day Pass - Patient	\$ 272.00	
	CHOP - Adult (2hr)	\$ 450.00	
	All Day Pass - CHOP Adult	\$ 680.00	
	Non - CHOP Child (2hr)	\$ 1,440.00	
	All Day Non - CHOP Child	\$ 1,088.00	
	Non - CHOP Adult (2hr)	\$ 900.00	
	All Day Non - CHOP Adult	\$ 440.00	
Grants			
	CHOP Cares Community Grant	\$ 15,000.00	
	The Target Foundation Community Engagement Fund	\$ 10,000.00	
Merchandise sales			
	Kids Tshirts	\$ 2,010.00	
	Adult Tshirts	\$ 1,675.00	
	Stickers	\$ 402.00	
Donations			
	General		
	Raffle Basket - Family of 4 Sesame Place Tickets		Donation
	Raffle Basket - Family of 4 Please Touch Museum Tickets		Donation
	Raffle Basket - Family of 4 Franklin Institute Tickets		Donation
Raffle ticket sales		\$ 5,000.00	
	4		\$3
	10		\$6
	20		\$10
	50		\$20
Food & Beverage			
	Popcorn	\$ 1,072.00	\$4 per bag × 268 servings = \$1,072
	Cotton Candy	\$ 1,005.00	\$5 per cone × 201 servings = \$1,005
	Candy	\$ 504.00	\$3 per item × 168 servings = \$504
Vendors			
	Vendor Fee- Basic	\$ 1,500.00	10
	Vendor Fee- Premium	\$ 2,000.00	8
	Vendor Fee- Small	\$ 1,000.00	10
Sponsorships			
	King Kandy Contributor	\$ 9,000.00	3 sponsors (wawa+ hersey+coke)
	Jellybean Joy Maker	\$ 4,500.00	3 sponsors (Comcast, ABC, Sesame Place)
	Licorice Leader	\$ 4,000.00	4 sponsors
	Bubblegum Benefactor	\$ 2,500.00	5 sponors
	Sprinkle Supporter	\$ 1,250.00	5 sponsors
Activities			
	Photos	\$ 6,000.00	
<b>Total Revenue</b>		<b>\$ 40,609.00</b>	

<b>Total Actual Revenue</b>	<b>\$ 40,609.00</b>
<b>Total Actual Expenses</b>	<b>\$ 20,386.00</b>
<b>P/L total = Revenue - Expenses</b>	<b>\$ 20,223.00</b>






# TICKETS

- There are 8 different ticket options that reflect the following
  - Whether the ticket is for a CHOP child, a CHOP child's adult, a non-CHOP child, or a non-CHOP adult
  - Whether the ticket is for a two hour slot or for the full length of the event
- 2-hour tickets are the base price for short-term attendance.
- All-day passes are roughly 2x the 2-hour ticket price, reflecting the increased access value.
- CHOP-affiliated tickets are consistently lower to prioritize inclusivity for this key group.
- Non-CHOP tickets are priced higher to balance revenue needs and reflect standard market rates.
- All tickets include the general inclusions
- 2-hour ticketholders will select their two hour window upon purchase of their ticket



# GENERAL INCLUSIONS

- **Raffle Tickets:** Each ticket type includes 3 raffle tickets for prize drawings during the event. The raffles may occur at designated times; ensure guests are informed about these times at check-in.
  - **Meal Voucher:** A voucher is included with every ticket, redeemable for one meal at the event's food stations. Meal options may vary but could include standard offerings such as sandwiches, beverages, and snacks.
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# BREAKDOWN OF TICKET OPTIONS

- **CHOP Child (2hr) – \$2**

- What it includes: Access to the event for 2 hours, general inclusions, any patient-specific zones or programs.
- Who buys it: Purchased for Children's Hospital of Philadelphia (CHOP) patients, typically by guardians, sponsors, or the patients themselves (if applicable).

- **CHOP Child (Full Event) – \$4**

- What it includes: Full-event access for CHOP patients, general inclusions, any patient-specific zones or programs.
- Who buys it: Same as CHOP Child (2hr) 1, but for extended time.

- **CHOP Adult (2hr) – \$5**

- What it includes: 2-hour access for accompanying adults of CHOP patients, general inclusions, any patient-specific zones or programs.
- Who buys it: Guardians or caregivers attending with the patient.

- **CHOP Adult (Full Event) – \$10**

- What it includes: Full-event access for CHOP adults, general inclusions, any patient-specific zones or programs.
- Who buys it: Purchased by or for adult caregivers or family members of CHOP patients.

- **Non-CHOP Child (2hr) – \$8**

- What it includes: 2-hour access for children not affiliated with CHOP, general inclusions.
- Who buys it: General public or community members with children wanting to attend for a limited time.


- **Non-CHOP Child (Full Event) – \$16**

- What it includes: Full-event access for non-CHOP children, general inclusions.
- Who buys it: General public or community members.

- **Non-CHOP Adult (2hr) – \$10**

- What it includes: 2-hour access for adults not affiliated with CHOP, general inclusions.
- Who buys it: General public adults attending for a limited time.

- **Non-CHOP Adult (Full Event) – \$20**

- What it includes: Full-event access for adults not affiliated with CHOP, general inclusions.
  - Who buys it: General public or community members.
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# TICKET PROJECTIONS

- **CHOP-Affiliated Participants:**
  - Includes CHOP patients and their accompanying adults (guardians, caregivers, or family members).
  - Likely to make up a smaller portion of total attendance due to the specialized nature of the audience.
  - Priority for inclusivity, so more affordable tickets encourage participation.
- **Non-CHOP Participants:**
  - Includes members of the general public.
  - Likely to make up a larger portion of attendees, as the event is open to the community and marketed broadly.
  - Higher ticket prices reflect standard market rates and support revenue generation.
- **For CHOP-affiliated groups, short-duration tickets are more likely to sell due to:**
  - Patients' schedules and health considerations.
  - Caregivers' time constraints.
- **For non-CHOP attendees, a similar trend holds:**
  - Families may prefer short visits due to budget or activity focus.
  - Enthusiastic participants are willing to pay more for all-day passes.
- **Based on these trends, we predict:**
  - CHOP Child (2hr) : 90 tickets
  - CHOP Child (Full Event) : 64 tickets
  - CHOP Adult (2hr) : 90 tickets
  - CHOP Adult (Full Event) : 68 tickets
  - Non-CHOP Child (2hr) : 180 tickets
  - Non-CHOP Child (Full Event) : 68 tickets
  - Non-CHOP Adult (2hr) : 90 tickets
  - Non-CHOP Adult (Full Event) : 22 tickets





# REGISTRATION

- We will use Event Brite. Fees are as follows:
    - 3.7% + \$1.79 service fee
    - 2.9% payment processing fee per order
  - Flyers will be posted throughout CHOP Hospitals where families can scan a QR code to take them to the registration page.
  - The steps below will be on the website to guide people
  - **Step 1: Visit the Event Page**
    - Head over to our Eventbrite page to get started and see all the event details.
  - **Step 2: Select Your Ticket**
    - Choose between the 5 ticket types depending on your party and time preference, as well as the quantity of tickets you need.
  - **Step 3: Provide Your Information**
    - Fill out the required fields to complete your registration:
      - First Name: Your given name.
      - Last Name: Your family name.
      - Email Address: A valid email address for your ticket and event updates.
      - Phone Number (optional): In case we need to reach you with last-minute changes.
  - **Step 4: Payment**
    - If the event has a fee, enter your payment details. Eventbrite accepts most major credit cards.
    - There will also be an option to pay in person with cash or card on the day of the event
  - **Step 5: Review and Confirm**
    - Double-check your info, make sure everything is correct, and hit "Register."
  - **Step 6: Check Your Email**
    - You'll receive a confirmation email with your ticket and event details. Make sure to save it!
  - **Step 7: Attend the Event**
    - Bring your ticket (printed or digital) to the event. We're excited to see you there!
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# FAQ'S

- **FAQs (this will be on our registration page prior to signing up and is available to find after registering)**
  - What if I need to cancel my registration?
    - No worries! Just head to your Eventbrite account and follow the instructions to cancel. Make sure to check our event's cancellation policy for any deadlines or fees.
  - Can I transfer my ticket to someone else?
    - Absolutely! You can transfer your ticket to another person by logging into your Eventbrite account and updating the attendee information.
  - What should I do if I don't receive a confirmation email?
    - First, check your spam or junk folder. If it's not there, contact our support team and we'll sort it out for you.
  - Will there be food and drinks at the event?
    - You bet! We'll have a variety of snacks and beverages available. If you have any dietary restrictions, please let us know during registration.
  - Can I bring a guest?
    - Of course! Just make sure to register them as well by selecting the appropriate number of tickets.
  - If you have any other questions or run into any issues, don't hesitate to contact our support team. We're here to help!



# PAYMENT OPTIONS

- Using Eventbrite, which accepts credit cards, PayPal, and Apple Pay
  - Accept all major credit and debit cards (Visa, Mastercard, American Express, Discover).
  - Eventbrite also handles ticketing and refunds automatically through this system.
  - Accept cash and card in person
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# CONFIRMATION EMAIL

Subject: Confirmation of Your Registration for Candyland Adventure Game Night

Dear [Registrant name],

You are receiving this to confirm your registration for the upcoming "Candyland Adventure Game Night" event on June 20, 2025 from 1:00–7:00pm at the Perelman Quad, 3417 Spruce St, Philadelphia, PA 19104. The tickets you purchased are (insert here) for the (insert here) time slot. This sweet and fun-filled event promises an evening of games, activities, and delightful surprises for everyone. We are excited to have you join us for an evening of laughter, friendly competition, and the chance to indulge in the whimsical world of Candyland. Please let us know if you have any questions or special requirements. We look forward to seeing you there and creating lasting memories together.




## REMINDER EMAIL

Subject: Reminder: Candyland Adventure Game Night

Dear (registrant name),

We hope this email finds you well. We are writing to remind you about the upcoming Candyland Adventure Game Night on June 20, 2025 from 1:00–7:00pm at the Perelman Quad, 3417 Spruce St, Philadelphia, PA 19104. You have bought (insert here) tickets for (insert here) time slot. Please let us know if you have any questions or need additional information. We look forward to seeing you there!

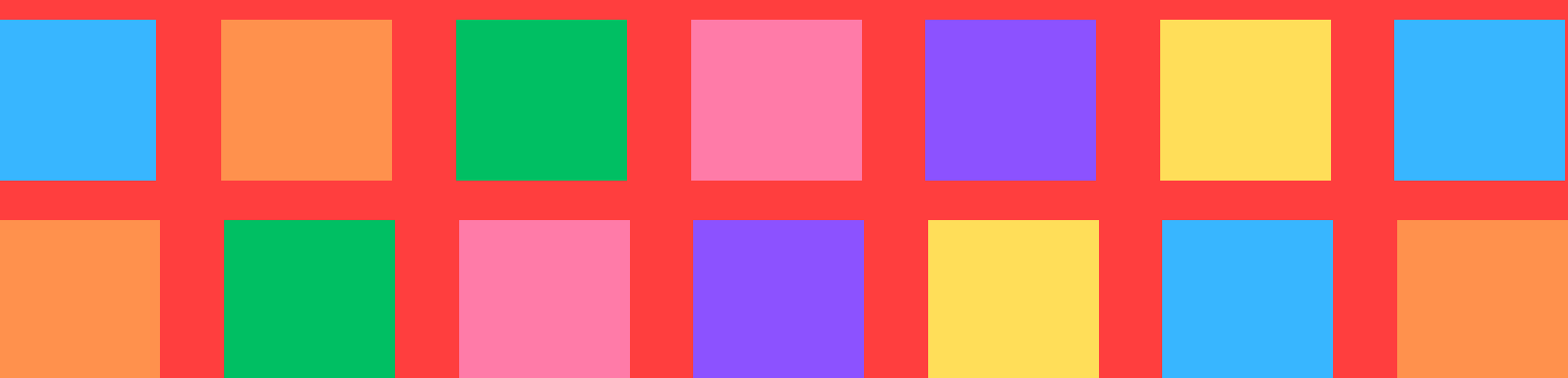






# CANCELLATION AND REFUND POLICIES

**The following will be available on our website and after registration:**

- At Candyland Adventure Game Night, we understand that plans can change. We aim to make it as easy as possible for you to adjust your participation. Below are the details of our cancellation and refund policy:
    - **Cancellations**
      - You may cancel your registration for game night at any time before the event start date, for any reason. Head to your Eventbrite account and follow the instructions to cancel.
      - No cancellation fees or penalties will be applied.
    - **Refunds**
      - Full Refund Guarantee: If you cancel your registration, you will receive a full refund of your registration fee.
      - Refunds will be processed within 5-7 business days of your cancellation request, and you will receive an email confirmation once your refund has been issued.
    - **How to Cancel**
      - You can cancel your ticket and request a refund by following these steps:
      - Log in to your Eventbrite account.
      - Go to the Tickets section and select your ticket.
      - Click the Request a Refund button and follow the instructions provided.
  - Any questions or concerns about canceling your registration, please contact us via:
    - Email: [CHPgames@gmail.com](mailto:CHPgames@gmail.com)
    - Phone: 1-800-GAMENIGHT
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# DATA SECURITY

- SSL Encryption: Our website and ticketing platform (Eventbrite) use SSL encryption to secure payment data.
- PCI Compliance: Our payment processor is PCI DSS compliant to protect cardholder information.



# CHECK-IN

- There will be a printed and digital list of all registered attendees to ensure a smooth check-in process.
  - We will provide attendees with a map of the venue for easy navigation
  - We will hand out a detailed event schedule to keep attendees informed of the timing and location of different sessions or activities.
  - We will give attendees 3 raffle tickets upon check-in, which they can use to participate in prize draws during the event.
  - Volunteers will be at the check-in stations to assist attendees, answer questions, and ensure the registration process is efficient. Volunteers will also give out materials such as maps, schedules, and raffle tickets.
  - Technology and Equipment needed for check-in:
    - Cash drawer for registration
    - Cash drawer for raffle tickets
    - Yoda square machine for registration
    - Yoda square machine for raffle tickets
    - Table for registration
    - Table for raffle tickets
    - List of registrants for each time slot
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# SPONSORSHIP TIERS


- **King Kandy Contributor – \$3,000**

- Top Billing and Recognition: Primary logo placement on all event materials, including digital (website, social media, and event emails) and physical (signage and promotional items).
- Exclusive Naming Rights: Event named "Candy Land Game Night, presented by [Sponsor's Name]."
- Customized Activation Space: Opportunity to set up an engaging activation space or booth at the event.
- Feature in Event Communications: Exclusive article/interview spotlight in event newsletter and shout-outs on all social channels.
- Complimentary Tickets: 6 event tickets for sponsor representatives or special guests.
- Custom Branded Raffle Basket: Ability to provide or co-brand a basket for the raffle.

- **Jellybean Joy Maker – \$1,500**

- Prominent Logo Placement: Featured on all event materials, secondary to the Platinum sponsor.
- Game Station Sponsorship: Sponsor one game station, branded with company signage, where children and parents can interact.
- Spotlight in Communications: Acknowledgment in event announcements, emails, and on social media.
- Complimentary Tickets: 4 event tickets for sponsor representatives or guests.
- Branded Raffle Basket (Shared): Ability to co-brand a raffle basket.

- **Licorice Leader – \$1,000**

- Visible Logo Placement: Displayed on all digital platforms and signage at the event.
  - Shared Sponsorship of Key Activity: Recognition at a major event feature, like a "Candy Castle" photo area.
  - Social Media Mentions: 2-3 mentions thanking the sponsor on event social media channels.
  - Complimentary Tickets: 2 tickets for sponsor representatives.
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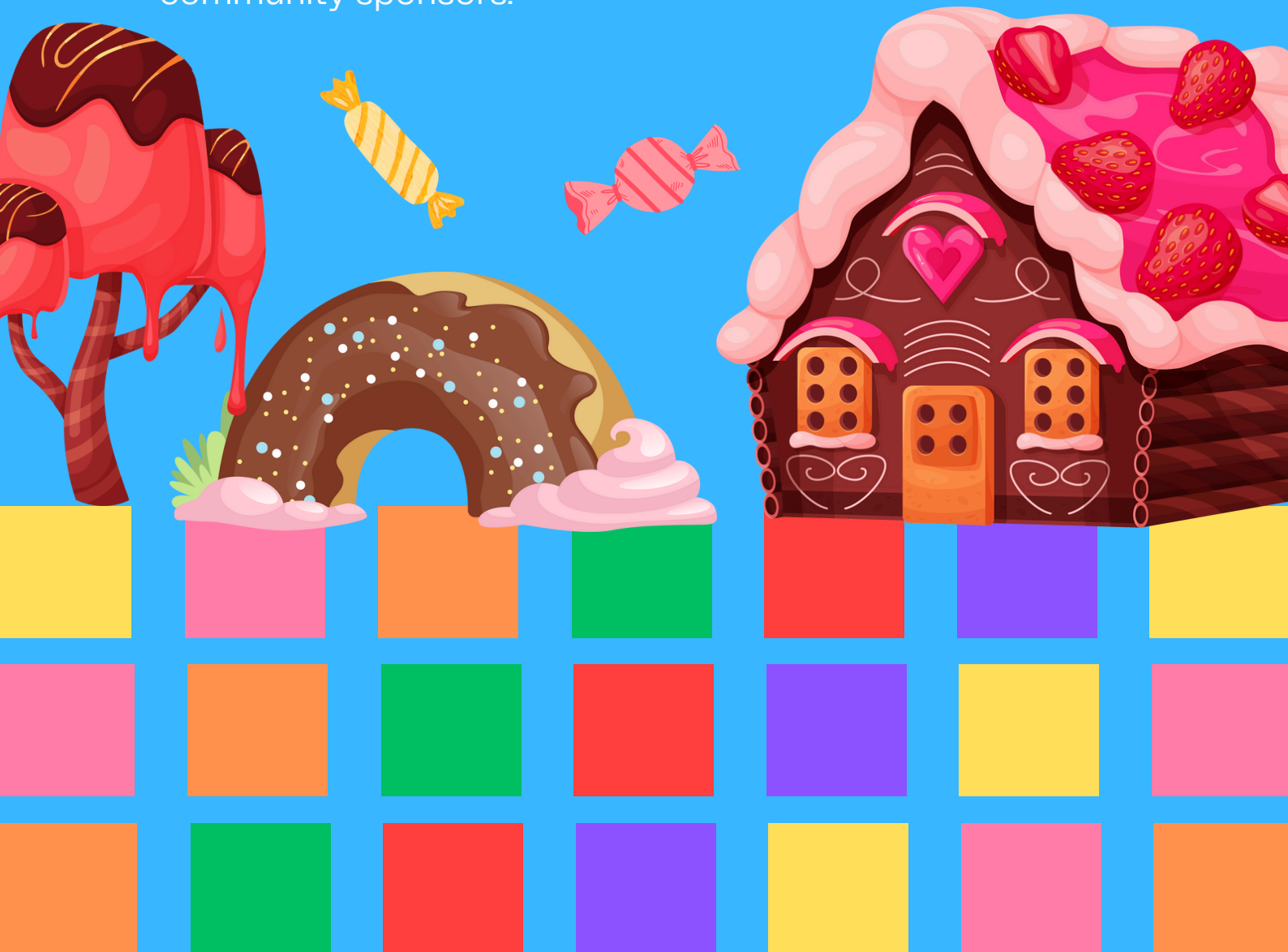
# SPONSORSHIP TIERS (CONT.)

- **Bubblegum Benefactor – \$500**

- Supporting Sponsor Recognition: Logo or name placement on digital platforms and thank-you signage at the event.
- Game Station Logo Inclusion: Name/logo included at one game station or table.
- Acknowledgment on Social Media: One thank-you mention on event social channels.


- **Sprinkle Supporter– \$250**

- Name Recognition: Listed as a community sponsor on the event's website and thank-you signage.
- Social Media Shout-out: Group thank-you post recognizing all community sponsors.





# CUSTOM PACKAGES

- Sponsors start with a foundation level, which gives them a set of basic benefits.
    - **Base Packages**
      - Lollipop Legend – \$2,000
      - The base package includes foundational benefits such as name/logo placement on event signage, social media mentions, and 2 event tickets.
  - Sponsors can add one or more of the following to increase their visibility and presence at the event:
    - Presenting Sponsor Recognition (+ \$1,000): Exclusive rights to be listed as the primary event sponsor.
    - Branded Game Station (+ \$500): Sponsor a game station and display branding at the station.
    - Social Media Story Feature (+ \$150): Dedicated social media story series thanking the sponsor, with photos and links.
  - Sponsors can add one or more of the following to provide deeper engagement and a memorable experience for both the sponsor and the attendees:
    - Candy Castle Photo Booth Sponsorship (+ \$750): Sponsor the photo booth area with branding on photo frames and props.
    - Exclusive Activity Sponsor (+ \$1,000): Brand an activity or game station, such as “Candy Toss” or “Rainbow Relay,” with signage and giveaways.
    - Custom Branded Raffle Basket(+ \$500): Create or co-brand a raffle basket item.
  - For sponsors who prefer a smaller, community-focused role:
    - Sponsor Recognition on Family Stress Program Materials (+ \$300): Acknowledgment on materials related to the Children’s Hospital’s Family Stress and Illness Program.
    - Shared Social Media Shout-Out (+ \$100): Group thank-you post with other community sponsors.
  - This “build-your-own-package” approach allows sponsors to have a package that aligns with their brand’s objectives, increasing the likelihood of engagement. The variety of options makes it accessible to a wide range of budgets while giving sponsors control over the visibility, impact, and engagement they want to achieve.
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# SPONSORSHIP ROI

- **Social Media**

- CHOP's primary social media channels include Facebook, Instagram, and Twitter, engaging a broad audience with thousands of followers. CHOP's Facebook and Instagram channels are known to reach tens of thousands in the local and broader community. Sponsors can anticipate high visibility across these platforms if shared by CHOP, potentially reaching up to 50,000 impressions.

- **Promotional Materials**

- Research shows that printed materials can have a reach of 5% to 20% of the target audience. Assuming in one month chop has around 1250,000 patients in the building, with an estimated views of promotional flyers and posters would be 6,250–25,000 views.


- **Event Attendance**

- With approximately 672 guests expected, sponsors can connect with a targeted local audience, ideal for family-centered or community-oriented brands.

- **Media Mentions**

- By sponsoring an event benefiting CHOP's Family Stress and Illness Program, brands gain positive community recognition. This association can lead to feature mentions in CHOP's community impact reports and local news outlets, projecting an additional reach of 5,000–8,000 impressions and reinforcing the sponsor's commitment to local community support.

- **Positive Image**

- Studies indicate that nonprofit sponsorships can create a significant "halo effect," enhancing corporate reputation, employee satisfaction, and customer loyalty. Surveys report that 84% of consumers are more likely to support brands linked to social impact, and cause-related partnerships are associated with a 9.85% annual growth in purpose-driven consumer companies compared to 2.4% for others
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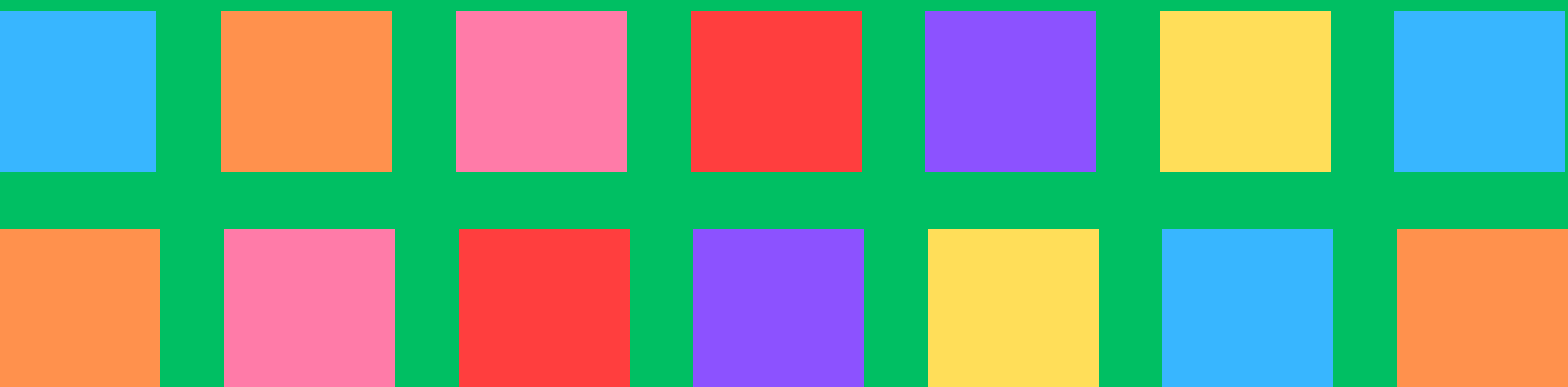
# SPONSOR ENGAGEMENT EXAMPLES


- **Sweet Creation Station (Sponsored Booth)**
    - **Activity:** A hands-on candy or cookie decorating station where kids and parents can decorate their own treats with toppings and take them home.
    - **Sponsor Engagement:** Sponsors can brand the station with their logo, provide branded aprons or chef hats, and have representatives assist in decorating treats, creating a fun, shared experience.
  - **Lollipop Luck Game (Interactive Booth)**
    - **Activity:** A prize-wheel game where attendees spin a wheel to land on their prize.
    - **Sponsor Engagement:** The sponsor can set up the booth, customize the prize wheel with their logo, and provide small branded prizes, such as discount coupons or mini toys.
  - **Candyland Photo Booth (Branded Photo Station)**
    - **Activity:** A photo booth decorated as Candyland with props like oversized candy canes, colorful costumes, and backdrops. Photos can be printed or shared digitally.
    - **Sponsor Engagement:** Sponsor branding on the backdrop and props, with a logo on the printed photo frames. Representatives can help take photos and encourage them to share on social media, tagging the sponsor.
  - **Licorice Lane Craft Corner (Hands-On Activity Booth)**
    - **Activity:** A crafting corner where families make Candyland themed crafts, such as “gumdrop necklaces” or “licorice loop bracelets.”
    - **Sponsor Engagement:** Sponsor-provided materials can be branded, and representatives help kids with the crafts, talking to families about their brand in a relaxed setting.
  - **Bubblegum Ball Toss (Interactive Booth)**
    - **Activity:** A fun, carnival-style ball toss game where kids and parents throw balls into buckets to win candy-themed prizes.
    - **Sponsor Engagement:** Sponsor-branded prizes and signage, with sponsor representatives cheering on participants and handing out prizes to winners.
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# SPONSOR EXCLUSIVE EXAMPLES

- **Rainbow Road Raffle Sponsor (Exclusive Raffle Branding)**
  - Details: Host a raffle with the sponsor's brand featured on raffle tickets, prize announcements, and raffle booths. The sponsor can provide prizes, such as gift cards or exclusive products.
  - Benefits: Increases brand visibility through prize giveaways and creates excitement as families gather for the raffle drawing, ensuring the sponsor's name is associated with positive anticipation.
- **Event Guide and Map Sponsor (Branded Event Materials)**
  - Details: The sponsor's logo appears on all event guides, schedules, and maps given to families. This includes digital or physical copies, highlighting the sponsor's role in helping attendees navigate the event.
  - Benefits: Ensures high visibility throughout the event, as families refer to guides and maps to navigate activities. The sponsor's branding on these essential materials keeps their logo front and center.
- **Candy Castle Video Recap Sponsor (Branded Event Highlights Video)**
  - Details: Brand the official event video, which captures the highlights of Candy Land Game Night and is shared with attendees afterward.
  - Benefits: The sponsor's logo appears at the start and end of the video, along with a thank-you message, keeping the brand visible in a lasting format that families and the community can revisit.





# SPONSORSHIP PROPOSAL

## Event Overview

- Event Name: Candyland Adventure Game Night: Sweet Fun for Everyone
- Date: June 20, 2025
- Location: Perelman Quad – Penn University
- Hosted By: Children's Hospital of Philadelphia (CHOP)

Candyland Adventure Game Night is a family-friendly event dedicated to supporting CHOP's Family Stress and Illness Program. This program provides essential resources and services to families navigating the challenges of pediatric healthcare. The event aims to foster family bonding, promote inclusivity, and raise critical funds to support this impactful program.

- **Demographics:**

- **Primary Audience:** Families with children aged 4–12 but extends to all children under 18. Additionally, their families, with parents or guardians, typically between 25–45.
- **Location:** Greater Philadelphia Area.
- **Interests:** Community involvement, family bonding activities, and supporting CHOP initiatives.

- **Sponsorship Levels and Benefits will be attached to this email.**

- **Benefits and ROI Expectations**

- **Brand Visibility:** Exposure to a dedicated and engaged audience of families and community members.
- **Community Engagement:** Showcase your organization's commitment to supporting local families and children's health.
- **Networking Opportunities:** Engage directly with other corporate sponsors and community leaders.
- **Tax Benefits:** Contributions may qualify as tax-deductible donations.


- **Why Partner with Us?**


- CHOP is a nationally recognized leader in pediatric healthcare, with a trusted reputation in the community.
- The Family Stress and Illness Program directly impacts families in need, making this a meaningful cause to support.
- Your partnership will demonstrate your organization's commitment to making a positive difference in the lives of children and their families.

- **Next Steps**

- We would be thrilled to discuss this partnership opportunity further and customize a sponsorship package that aligns with your goals. Please contact [Your Name] at [Your Contact Information] or [Your Email Address] to explore how we can work together to make Candyland Adventure Game Night a sweet success.

Thank you for considering this opportunity to partner with CHOP and support children's health and wellness. Together, we can make a meaningful impact on the lives of families in our community.





# PERSONALIZED OUTREACH EMAIL

To Whom it May Concern,

I hope this message finds you well! I'm reaching out on behalf of Candyland Adventure Game Night: Sweet Fun for Everyone, an upcoming event designed to support CHOP's Family Stress and Illness Program. This program provides vital resources to families navigating challenging health journeys, fostering community, and creating memorable experiences for children and their loved ones.

Given Wawa's longstanding commitment to CHOP and your incredible support for families through initiatives like the Coffee and Care Cart, we believe this partnership is a natural fit. Your dedication to community engagement and family well-being perfectly aligns with our mission for this event.


Candyland Adventure Game Night is a family-friendly event that encourages bonding, inclusivity, and community participation. By partnering with us, Wawa will have the opportunity to connect with a dedicated audience of families who share your passion for supporting children's health.

Here are just a few ways we can showcase Wawa's partnership:

- Event Visibility: Prominent branding at key event locations, including our food table.
- Community Impact: Recognition in promotional materials, highlighting Wawa's commitment to local families.
- Engagement Opportunities: Involvement in activities that directly interact with families during the event.

We'd love to work with you to create a sponsorship experience that aligns with Wawa's goals and highlights your commitment to our community. Please feel free to contact me at [Your Contact Information] to discuss this opportunity further. Together, we can make a meaningful impact on the health and happiness of children in our area.

Thank you for considering this partnership, and I look forward to the possibility of collaborating with you.





# ADDITIONAL REVENUE


- **Merchandise:**

- Kids' T-Shirts:
  - Candyland-themed designs for children.
  - Features Sponsors on the back
  - Price: \$15 each
- Adult T-Shirts:
  - Unisex tshirts with event logo
  - Features Sponors on back
  - Price: \$25 each.
- Stickers:
  - Colorful stickers with Candyland-inspired graphics
  - Price: \$3 dollars per sticker

- **Concessions:**

- Wawa providing pre-made boxed meals:
  - Dietary restriction options
  - Paid for with the meal vouchers handed out at check-in
- Cotton Candy:
  - Price : \$5 per cone
- Popcorn:
  - Price : \$4 per bag.
- Candy:
  - Price : \$3 per item.

- **Vendor Booths**

- 1. Standard Booth (10' x 10'):
    - Price: \$150.
    - Includes one table, two chairs, and basic signage.
  - Premium Booth (10' x 10' – High Traffic Area):
    - Price: \$250
    - Located near high-traffic areas
  - Pop-Up Booth (Small, Minimal Setup):
    - Price: \$100
- 




# RAFFLE PLAN

- Each attendee gets three raffle tickets when they arrive
- The raffle table will be clearly marked by signage
- **Raffle Prizes:**
  - Gift Baskets:
    - Baskets filled with candy, snacks, and family-friendly items.
      - Example: A Hershey's Candy Basket or Wawa Goodies Basket with coupons and brand swag.
  - Local Experiences:
    - Tickets to attractions such as Sesame Place and The Philadelphia Zoo
    - Family Movie Night Package: Includes movie tickets, a gift card for snacks, and a cozy blanket.
- **Extra Raffle Ticket Sales:**
  - Price: \$2 per ticket or 3 for \$5 to incentivize bulk purchases.
  - Raffle drawings will occur at the end of the event
  - Winners will be contacted using the contact info they wrote on the back of their raffle ticket.



## SALES

- **Online:**
    - Eventbrite
      - Built-in payment processing for online ticket sales and donations.
      - QR codes to Donate directly onsite through Eventbrite.
    - Square Reader
      - Accepts credit/debit cards, Apple Pay, and Google Pay.
      - Easy to use with low transaction fees.
  - **Cash draw:**
    - Use for smaller transactions like raffle tickets.
  - **Main Sales Stations:**
    - Near the entrance
    - Concession stands
    - Raffle ticket booth
- 



# PRE-EVENT ADDITIONAL REVENUE MARKETING

- **Email Marketing:**

- We will create a targeted email campaign for past donors, sponsors, and families associated with CHOP.
- We will use engaging subject lines like "Get Ready for Candyland Adventure Game Night!" or "Make a Difference While Having Fun!".
- We will highlight ancillary income opportunities such as raffle tickets, exclusive merchandise, and sponsorship benefits.
- We will have direct links for early purchases or donations.



- **Email Content:**

- "Join us for a magical evening at Candyland Adventure Game Night! Secure your raffle tickets now for a chance to win amazing prizes like paid hospital bills, board games, and family fun packages. Don't miss out on this sweet opportunity to support CHOP families while creating cherished memories!"

- **Social Media Campaigns:**

- We will use CHOP platforms, Facebook and Instagram to share visually appealing posts and stories.
- We will create teaser content such as photos of the giant candy cane decor, life-sized game board, or raffle prizes.
- We will share testimonials or videos from past CHOP families to show the program's impact.
- We will run countdown campaigns leading up to the event

## CHOP Social Media Post:

 Get ready for a sweet escape!  The Candyland Adventure Game Night is coming June 20, 2025. Buy your raffle tickets now for a chance to win amazing prizes and help support CHOP families. Click the link in bio to learn more! #CandylandCHOP #SweetSupport




# ON-SITE ADDITIONAL REVENUE MARKETING

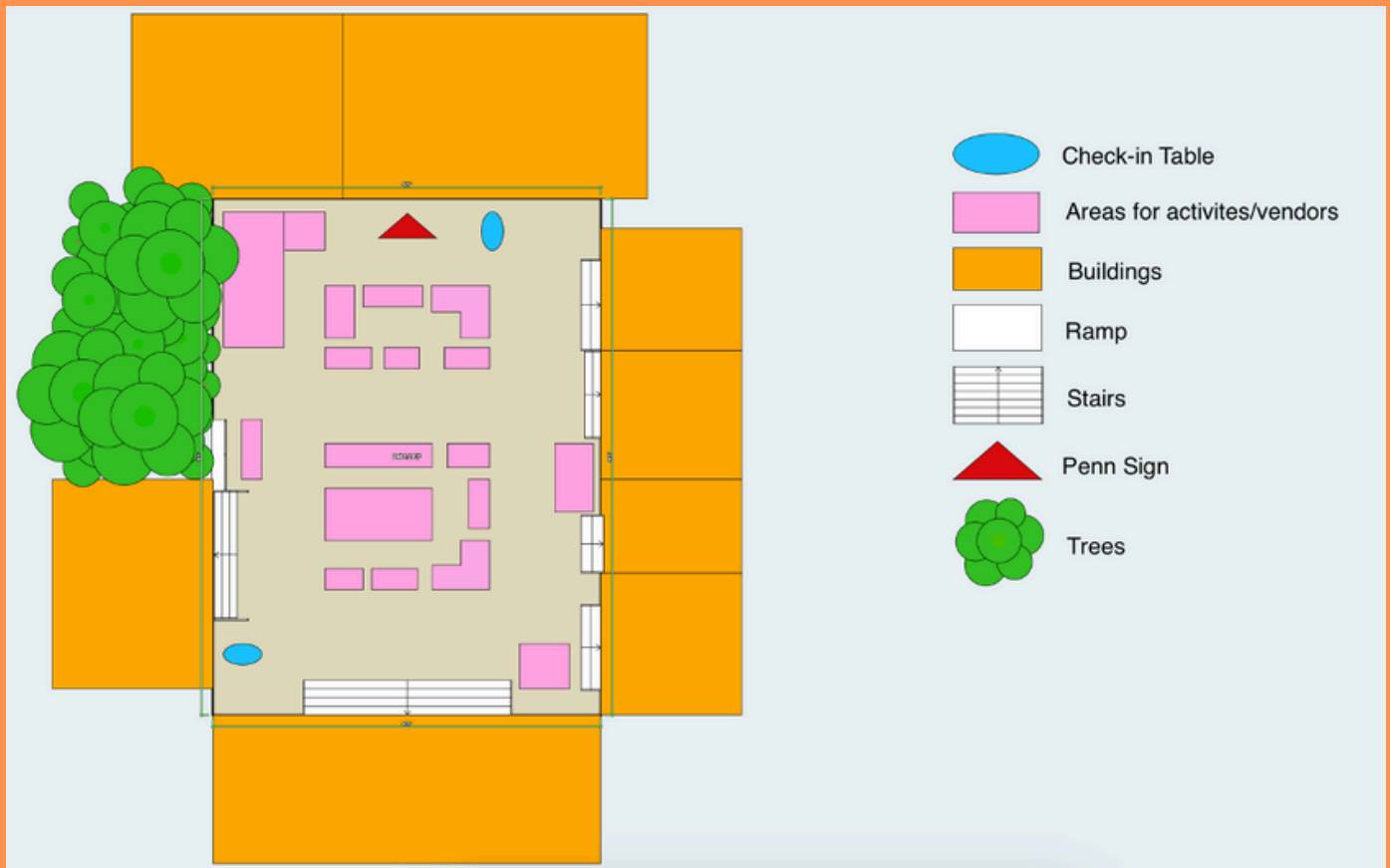
- We will have clear signage on easels positioned at key points such as the entrance, registration desk, activity stations, and food areas.
  - Key messaged on signage
    - “Buy Raffle Tickets Here!”
    - “Win Big—Support CHOP Families!”
    - “Donate Now to Make a Difference
- **Eventbrite can showcase:**
  - A donate button linked to payment platforms.
  - Push notifications like “Don’t miss your chance to win! Raffle ticket sales close at 6 PM!”.
  - Allow attendees to track raffle progress or set reminders for upcoming draws.
- **We will train staff and volunteers to:**
  - Approach attendees and explain ancillary opportunities enthusiastically (“Have you entered our raffle yet? The grand prize could cover your hospital bills!”).
  - Direct attendees towards merchandise
  - Answer questions about donations, prizes, or event proceeds.



## EXPERIENTIAL MARKETING

- **Branded Candy Activations:**
    - Collaborate with candy brands to create immersive experiences at stations.
    - Revenue Opportunity: Charge sponsorship fees for brand activations or sell co-branded merchandise.
  - **Branded Goodie Bags:**
    - Offer branded reusable tote bags filled with sponsor-provided samples and coupons.
    - Revenue Opportunity: Sponsors pay for placement in the bags, offsetting costs or generating additional income.
- 

# EXHIBIT SPACE LAYOUT



- Every company will have their own area. The companies that pay more will be able to pick an end or beginning table. We plan to create an organized and welcoming environment that enhances the experience for both exhibitors and attendees at your event.
- We will ask ahead of time who needs extension cords and other specific power needs (e.g., wattage requirements, outlet placement).
- Papers with the Wi-Fi name and password will be posted on table signs. Each vendor and exhibitor will also receive a small card with the Wi-Fi name and password upon registration.
- We will email a clear schedule to all exhibitors well in advance, allowing them to prepare accordingly. Also, we will provide a detailed map with directions to the loading docks, parking details, and designated entry points.



# DIGITAL WAY FINDING

- **QR Code Signage for Digital Map Access:**

- We will create QR codes linking to the map using a free generator.
- We will print QR codes on small, eye-catching signs at entrances, registration desks, and popular areas.

- **Mobile-Friendly Map on Event Website:**

- We will embed the map as an interactive image or PDF link.
- We will add website usage instructions and share the link in pre-event communications.
- We will include the map link in pre-event emails and remind attendees to access it on their phones.

- **Eventbrite App for Enhanced Digital Wayfinding:**

- We will register the event on Eventbrite and provide essential details, including the map and schedule.
- We will upload the map with clickable booth and area tags.
- We will encourage downloads via emails and social media, and display QR codes for easy access at the event.

- **Printed Map Handouts with QR Code Option:**

- We will create printed maps with major areas and booth numbers.
- We will provide copies of the map at check-in, including QR codes linking to the Eventbrite app or online map.


- **Volunteer Support Stations:**

- We will position volunteers with mobile access to Eventbrite in high-traffic areas to assist attendees.
- Volunteers can offer directions and help navigate the app.





# SIGNAGE

- We will use clear and prominent signage to guide attendees through the exhibit space, highlighting key areas, booth numbers, and important event information.
  - **Entry and Welcome Signage:**
    - Welcome Signs
      - Large signs at all entry points. Features event name and date
    - Registration & Check-in Signs
      - Clearly marked signs directing attendees to check-in and registration counters
      - Tall, freestanding signs that are visible from afar.
  - **Sponsor Banner:**
    - Acknowledgment banners near the entrance showcasing all event sponsors with logos and a thank-you message.
  - **Directional Signage:**
    - Overhead signage
      - Signs above head level banners above high-traffic areas like the food area, raffle area, restrooms, and first aid.
  - **Zone Signage:**
    - Each activity station should have clear signage detailing instructions and any relevant sponsor logos.
  - **Booth Numbers:**
    - Numbered signs or placards above or on each booth for quick identification.
  - **Safety and Compliance Signage:**
    - Emergency Exits
      - Ensure all exits are clearly marked with illuminated or large red signs to comply with fire and safety codes.
    - First Aid Stations
      - Clearly labeled with universally recognized symbols (e.g., a red cross) and placed at accessible, highly visible points.
    - Restroom Signage
      - Visible restroom indicators with arrows directing to both men's, women's, and family restrooms, positioned at all main pathways.
  - **Venue Maps:**
    - Strategically placed maps with "You Are Here" markers.
- 





# OUR SMART FUNRAISING GOAL

- **Specific:**

- Raise \$20,000 to support the Family Stress and Illness program at the Children's Hospital of Philadelphia (CHOP). This funding will be allocated toward creating family-centered support services, including wellness programs, comfort initiatives (e.g., family care carts), and social activities designed to alleviate stress during treatment.

- **Measurable:**

- \$10,000 from corporate sponsorships (major partners like Wawa, Comcast, and Hershey).
- \$5,000 from raffle ticket sales (based on projected ticket pricing and expected attendance).
- \$5,000 from direct donations (individual contributions via donation stations and online platforms).

- **Achievable:**

- Given the past success of CHOP's corporate partnerships and fundraising activities, setting a \$20,000 goal is reasonable. Past events and donor contributions have provided insights into donor capacity and willingness. For example, in previous community fundraising efforts, CHOP has raised significant amounts through corporate partnerships (Wawa Foundation's multi-million-dollar donation). This goal aligns with the community's past involvement and support levels.

- **Relevant:**

- This fundraising goal is directly tied to CHOP's mission and will help sustain the Family Stress and Illness program, which provides emotional and financial support to families facing serious health challenges. The event's purpose of bringing joy and relief to these families directly supports the need for funding that allows CHOP to continue offering these vital services.

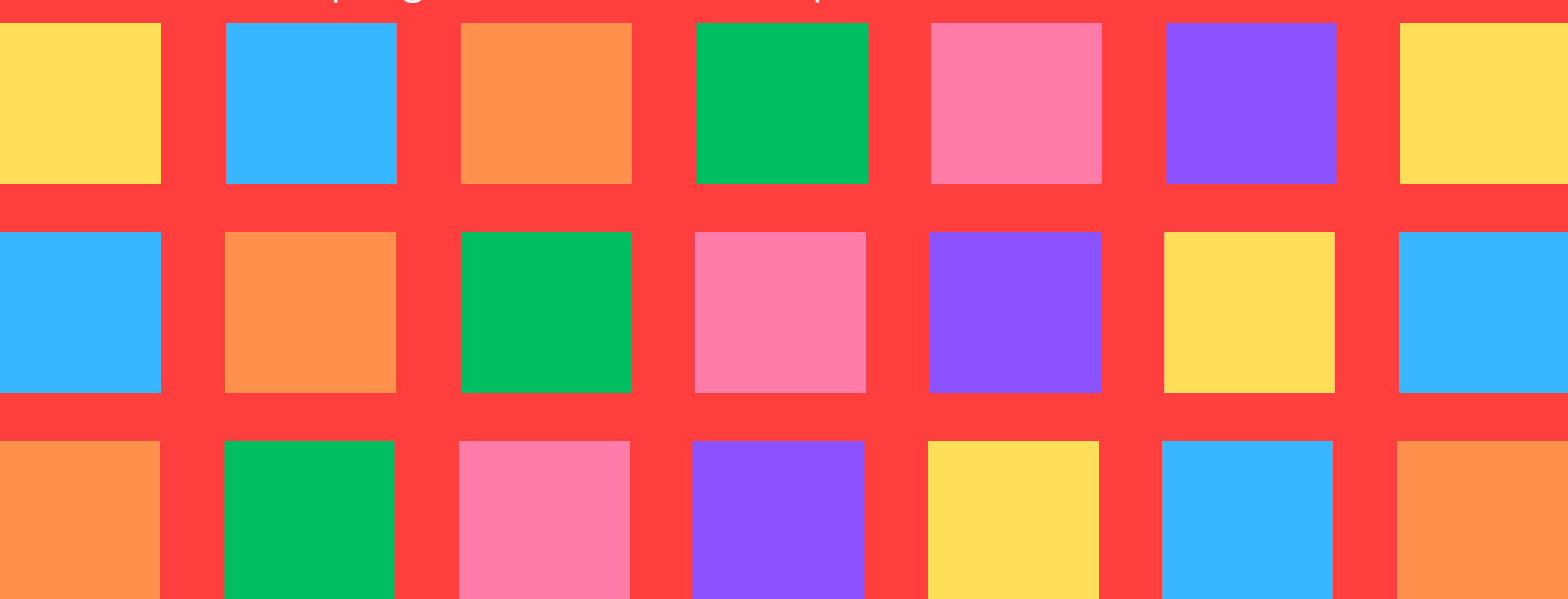
- **Time-bound:**

- The goal is to raise the full \$20,000 by the end of the event day, with a potential follow-up campaign post-event to secure any remaining funds needed. Setting a deadline for completion ensures urgency and provides a clear timeline for achieving the goal.
- 





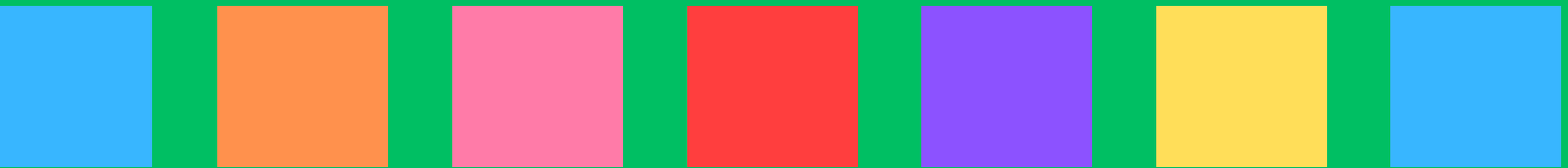
# PURPOSE AND IMPACT

- The purpose of the event is to create a joyful, memorable experience for families involved with CHOP's Family Stress and Illness program, offering them a chance to relax, connect, and escape through play. By bringing families together in a fun, inclusive environment inspired by the world of Candyland, our event serves to foster community, strengthen family bonds, and provide a source of hope and happiness during challenging times.
  - The funds raised at our event will directly support CHOP's Family Stress and Illness Program, providing resources and opportunities to families facing challenging circumstances.
  - More specifically this is how the funds could be used:
    - **Counseling and Emotional Support Services:** Cover the cost of therapy sessions or support groups for parents and children dealing with the stress of long-term or critical illnesses.
    - **Comfort and Care Packages:** Provide care kits for families staying at the hospital, including essentials like toiletries, snacks, and toys or games for children.
    - **Family Wellness Activities:** Fund wellness initiatives such as art therapy, music therapy, or yoga sessions designed to help families relax and bond during their hospital stay.
  - To communicate the impact of donations there would be visual infographics/data points to break down exactly what the money will achieve. This will help people understand what their donation will go to and how much it will help. Additionally, we would share personal stories of families who have benefited from the CHOP Family Stress and Illness program to show the impact it has on the families.
- 





# FUNDRAISING TACTICS

- **Raffle ticket sales (explained previously)**
- **In-kind donations:**
  - We will be using Donor Box for our online presence Physical
- **Photos from Photobooth:**
  - Per-Photo Pricing:
    - \$5 per 4x6 print (with a simple Candyland-themed frame).
    - \$8 per 8x10 print (with a Candyland-inspired frame)




# DIGITAL FUNDRAISING TOOLS

- **Donorbox:**
    - A user-friendly platform that offers flexible donation forms, goal-tracking, and recurring donation options. It also integrates with social media, allowing supporters to share donation pages widely. Its donor management tools are excellent for keeping track of contributions over time.
    - (Donorbox will also be intergraded on our Eventbrite site when attendees go to register)
  - **Live Fundraising Thermometers:**
    - We will set up a digital fundraising thermometer to visually show progress towards the event's goal, updating in real-time. This visual appeal can encourage giving by highlighting the impact of each contribution.
  - **Text to donate:**
    - When attendees put their information to register a text will be sent asking for any contribution to our fundraising along with a link to our Donorbox.
- 




# INTEGRATED MARKETING

- **Social Media:** Use platforms like Facebook, Instagram, and X to reach both local audiences and specific interest groups.
    - **Content Plan:** Create engaging posts with event details, countdowns, behind-the-scenes photos, volunteer highlights, and links to ticketing or donation pages.
    - **Event Hashtag:** #CHOPCandylandGameNight)to boost engagement and track event-related content.
    - **Sponsored Posts:** Targeted ads to reach a wider audience
  - **Email Marketing:** An email campaign targeting past CHOP event attendees, donors, and supporters.
    - **Welcome Email:** Announce the event with key details and a link to register or donate.
    - **Follow-Up Emails:** Send reminders and updates
    - **Post-Event Thank You Email:** Share highlights, event outcomes, and an opportunity for attendees to contribute in the future.
  - **Direct Mail:** Postcards or flyers for a targeted direct mail campaign focused on local businesses, past donors, and community members.
    - **Design:** Visually appealing with event graphics, key information, and QR code linking to registration or donation pages.
    - **Distribution:** Put these materials in local businesses, community partners, and CHOP.
  - **Press Releases:** Reach out to local news outlets, online publications, and community newsletters.
    - **Event Announcements:** Press releases with information on the event, its impact, and details on how to participate.
    - **Media Invitations:** Invite local journalists or influencers to cover the event, offering opportunities for interviews or behind-the-scenes access.
  - **Community Partnerships:** Collaborate with local businesses, schools, and nonprofits to increase visibility.
    - **Business Partnerships:** Feature the event on partners' social media channels, newsletters, and in-store signage.
    - **Cross-Promotion:** Arrange for joint promotions, where partners share event with their audiences in exchange for event exposure.
- 



# STORYTELLING PROMOTION

- We plan to use compelling stories and testimonials to highlight the impact of the program's work and inspire potential donors to contribute.
    - **Compelling Stories:** Highlight specific stories of individuals or families who have benefited from CHOP's Family Stress and Illness program.
      - **Testimonial Videos:** Create short videos featuring families or past attendees, sharing how CHOP has positively impacted their lives.
      - **Written Stories:** Share stories in email newsletters, social media posts, and on the event website, showing how the event directly supports the community.
    - **Visual Content:** Use powerful visuals such as photos or infographics to illustrate impact.
      - **Before & After Graphics:** Show how donations or past events have led to tangible benefits for CHOP families.
      - **Infographics:** Display statistics that show the positive outcomes from the program, such as families served or funds raised.
    - **Highlight Volunteer Contributions:** Share stories of volunteer involvement and how their support impacts the organization.
      - **Volunteer Spotlights:** Post profiles of standout volunteers on social media, showing how they contribute to the event's success.
      - **Behind-the-Scenes Content:** Share photos and anecdotes of volunteers in action to build excitement and engage potential donors or future volunteers.
    - **Donor Acknowledgment:** Recognize and thank previous donors, emphasizing how their contributions make a difference.
      - **Sponsor Spotlights:** Feature sponsors on social media, in email newsletters, and during the event itself, showcasing their commitment to the cause
- 



# DONOR RECOGNITION

- **Donor Recognition:**

- **Sponsor Banners:**

- Display colorful, Candyland-themed banners at the entrance and key areas, listing donor and sponsor names/logos prominently.

- **Station Signage:**

- Feature individual donor logos or names at sponsored game stations, craft areas, or refreshment tables (e.g., "This station brought to you by [Donor Name]").

- **Sponsored Prizes:**

- Tie donor names to raffles or game prizes (e.g., "This prize is generously donated by [Donor Name]").

- **Live Shoutouts:**

- Recognize donors in real-time through the event's social media updates, tagging their accounts.

- **Post-Event Highlight Reel:**

- Share a video or photo gallery after the event, thanking donors and showcasing their contributions.


- **Custom Thank-You Notes:**

- Send personalized thank-you cards to each donor, signed by CHOP families or leadership.

- **Candy Path Recognition:**

- Add donor names to a decorative "Candy Path" that families walk through during the event.





# POTENTIAL GRANT OPPORTUNITIES

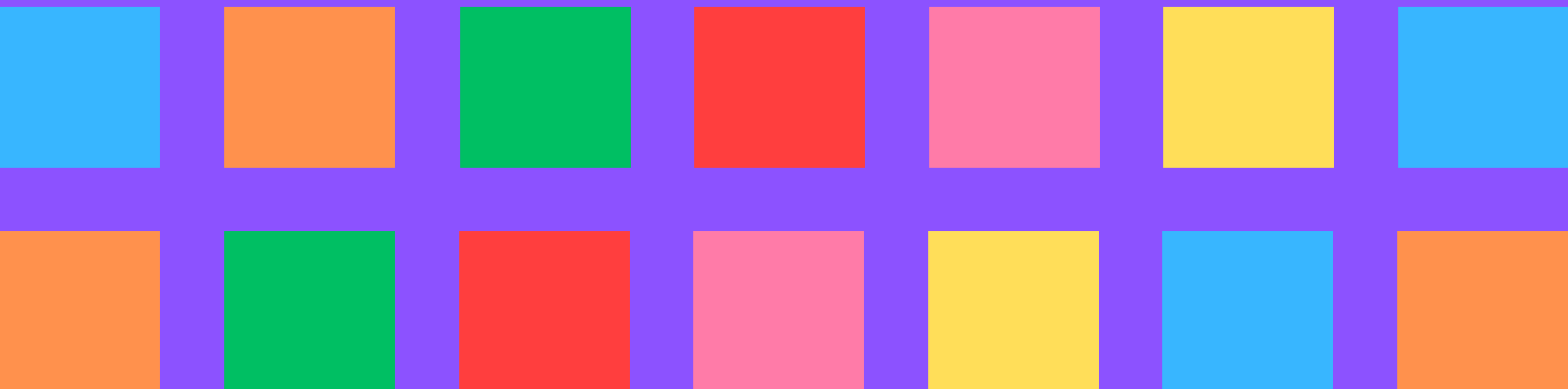
- **CHOP Care Community Grant**

- Eligibility Requirements:

- Given to employees only (hypothetically, we would have an employee that is able to apply)
    - Type of Organization: Must be affiliated with or part of CHOP, including programs directly serving CHOP patients and families.
    - Geographic Focus: Programs must support CHOP's immediate service area, such as Greater Philadelphia.
    - Project Scope: Must align with CHOP's mission to enhance patient and family experiences.
    - Funding Restrictions: Funding must be used for initiatives that directly support CHOP families, such as events, comfort programs, or therapeutic activities.

- **Target Foundation Community Engagement Fund**


- Eligibility Requirements:

- Type of Organization: Must be a nonprofit organization or have a fiscal sponsor.
      - Geographic Focus: Must benefit local communities served by Target, with a preference for initiatives within Target store regions.
      - Project Scope: Grants fund family well-being initiatives, including events promoting family bonding, play, and inclusivity.
      - Funding Restrictions: Funds cannot be used for political or religious activities, endowments, or individuals. CEF grants are made by invite only.
- 






# GRANT TIMELINE

- **CHOP Care Community Grant:**
    - No information was found on their website since you must be an employee to apply. Hypothetically this could be the timeline (Chatgpt)
    - Application Deadline: March 15, 2025
    - Submission Date: March 15, 2025
    - Key Dates:
      - Notification of Award: April 30, 2025
      - Funding Distribution: May 2025
  - **Target Foundation Community Engagement Fund:**
    - This is by invite only, but hypothetically we have the invite (Chatgpt)
    - Application Deadline: Rolling, but early applications are encouraged.
    - Submission Date: Submit by March 1, 2025, for timely consideration.
    - Key Dates:
      - Application Review Period: 4–6 weeks from submission
      - Notification of Award: April 2025
      - Funding Distribution: May 2025
- 

# PLANNING TIMELINE

- **Step 1: Research and Identify Grants (1–2 Weeks)**
    - Actions:
      - Use online grant platforms, local foundations, and government resources to identify grants that align with our event's mission.
      - Review eligibility criteria, deadlines, and restrictions.
    - Timeline: By December 2024 (or sooner).
  - **Step 2: Draft Initial Proposal (2–3 Weeks)**
    - Actions:
      - Write a draft of the grant proposal based on the specific requirements of each funder. This includes describing the event's goals, objectives, target audience, and budget.
    - Timeline: January 2025.
- 



# PLANNING TIMELINE

- **Step 3: Review and Feedback (1 Week)**

- Actions:
  - Share the draft with colleagues, event stakeholders, or a trusted advisor for feedback.
  - Ensure the proposal aligns with our organization's mission and includes measurable outcomes, clear goals, and budget details.
- Timeline: By early February 2025.

- **Step 4: Revise and Refine (1–2 Weeks)**

- Actions:
  - Revise based on feedback. Address any concerns about clarity, feasibility, and alignment with funders' priorities.
  - Ensure all necessary attachments (e.g., budget breakdown, tax-exempt status) are included.
- Timeline: By mid-February 2025.

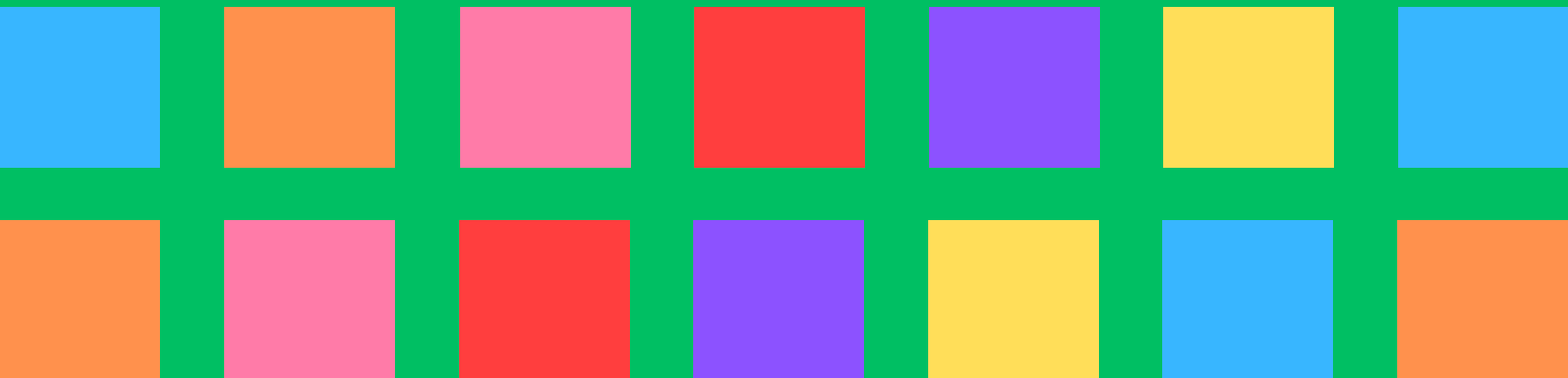
- **Step 5: Obtain Approvals (1–2 Weeks)**

- Actions:
  - Submit the final draft to organizational leadership for approval.
- Timeline: By late February 2025.

- **Step 6: Final Review and Submission (1 Week)**

- Actions:
  - Do a final proofread of the application. Ensure that all requested documents are included and formatted correctly.
  - Submit the grant application to the funding organization, either through an online portal or by mail, as specified.
- Timeline: March 2025.

- **Step 7: Follow-Up (Ongoing)**

- Actions:
    - If necessary, follow up with the grantors to ensure that our application was received and to ask any clarifying questions.
  - Timeline: April 2025 onward.
- 



# PROPOSAL DEVELOPMENT COMPELLING NARRATIVE

- **Introduction:**

- The "Candyland Adventure Game Night" is a unique, family-centered event designed to foster joy, connection, and community engagement for families affiliated with the Children's Hospital of Philadelphia (CHOP). The event will benefit CHOP's Family Stress and Illness Program, which provides essential support to families navigating the challenges of serious health conditions.

- **Need for the Event:**

- Many families involved in CHOP's programs face emotional and financial strain. Research indicates that play and shared recreational activities can significantly reduce stress, improve mental well-being, and foster resilience among children and their caregivers. This event provides a fun, inclusive space where families can temporarily escape their challenges, bond through play, and feel supported by the wider community.


- **Objectives:**

- Foster Family Bonding: Create interactive experiences that strengthen relationships.
- Promote Inclusivity: Design activities accessible to diverse age groups and abilities.
- Raise Funds: Generate \$20,000 to support CHOP's Family Stress and Illness Program.
- Community Engagement: Build awareness and solidarity around CHOP's mission.

- **Data and Evidence:**

- According to the National Institute of Play, shared play reduces stress in 80% of participants.
- CHOP serves over 250,000 patients annually, many of whom benefit directly from programs like Family Stress and Illness Support.
- Past CHOP community events have drawn over 600 attendees, with 90% reporting a positive impact on their family dynamic.

- **Event Activities:**

- Guests will enjoy Candyland-themed games, a raffle, crafting stations, and more. Each element is thoughtfully designed to maximize engagement and provide memorable experiences for attendees.
- 


# PROPOSAL DEVELOPMENT FUNDING NEEDS

To create an unforgettable evening for families at the Children’s Hospital of Philadelphia (CHOP), we estimate the total funding requirement to be \$20,386.

Category	Estimated Cost	Details
Venue Costs	\$5,410	Rental fees for Perelman Quad, including setup and cleanup, furniture (tables, chairs), and decorations to transform the space into a Candy Land-inspired theme.
Marketing and Outreach	\$3,000	Includes digital and print materials, such as flyers, email campaigns, social media promotions, and event signage to spread awareness and invite participation
Programming and Activities	\$1890	Supplies for themed activity stations, such as board games, arts and crafts, photo booths, prizes, and giveaways. Covers rental costs for game equipment.
Staffing and Volunteer Support	\$4,500	Includes stipends for part-time event staff, volunteer appreciation (e.g., T-shirts, meals), and training sessions to ensure a smooth and engaging event.
Food and Beverages	\$165	Family-friendly catering, including allergy-safe snacks and drinks that align with the whimsical Candy Land theme.
Miscellaneous Expenses	\$1,900	Contingency funds for unforeseen costs, such as additional supplies, last-minute decor needs, or unexpected logistical challenges.
Ticketing Software	\$1361	Eventbrite is being used to sell tickets and organize event.




# PROPOSAL DEVELOPMENT MEASURABLE OUTCOMES

- **Attendance:**
    - Host 600+ attendees, including 100 CHOP families.
  - **Engagement:**
    - 90% of attendees participated in at least two activities.
  - **Fundraising Goal:**
    - Raise \$20,000 for CHOP's Family Stress and Illness Program.
  - **Impact:**
    - Provide CHOP families with a stress-relieving, joyous experience.
    - Strengthen community support for CHOP's mission through awareness and involvement.
  - **Evaluation Metrics:**
    - Surveys
      - Post-event attendee surveys measuring satisfaction and perceived impact.
    - Participation Rates
      - Track activity engagement through registration and participation logs.
    - Social Media Metrics
      - Monitor event-related hashtags, mentions, and shares.
    - Fundraising Total
      - Compare revenue from ticket sales, raffle entries, and donations against goals.
  - **Evaluation Plan:**
    - A detailed post-event report will compile data on attendance, activities, and fundraising outcomes, alongside testimonials from attendees and CHOP families. This report will help assess the event's success and guide improvements for future events.
- 





# PROPOSAL DEVELOPMENT SUPPORTING DOCUMENTS

- **Event Name:** Candyland Adventure Game Night
  - **Organization:** Children's Hospital of Philadelphia (CHOP) – Family Stress and Illness Program
  - **Program Mission Statement:** CHOP is dedicated to advancing pediatric healthcare, providing world-class medical care while supporting families and children during their most challenging times. Our Family Stress and Illness Program is committed to fostering emotional resilience, creating moments of joy, and offering resources that ease the burdens families face while navigating illness.
  - **Event Mission Statement:** Our Candyland Adventure Game Night brings children and parents together for a magical evening of fun and connection. Inspired by the whimsical world of Candyland, this event offers a sweet escape filled with laughter, creativity, and joy. By fostering community and creating lasting memories, we aim to bring smiles to the faces of families involved with the Children's Hospital of Philadelphia's Family Stress and Illness Program, reminding them that even in the most challenging times, there is always room for play, hope, and happiness.
  - **History of Success:** Since its founding in 1855, CHOP has been a leader in pediatric healthcare, serving millions of children and families with excellence in medical care, research, and community engagement. The Family Stress and Illness Program has a proven track record of hosting successful events that promote emotional well-being and family bonding, including seasonal fairs, art therapy workshops, and family support initiatives.
  - **Track Record:**
    - 2023 Seasonal Family Fair: Raised \$30,000 for family wellness initiatives.
    - Art for Hearts Workshop 2024: Engaged 200 families in therapeutic creative activities, strengthening community ties.
    - Play and Wellness Days: Consistently bring joy and comfort to CHOP families, providing opportunities for shared experiences in a safe, inclusive environment
- 



# PROPOSAL DEVELOPMENT SUPPORTING DOCUMENTS EVENT PERSONNEL

- **Event Chair:**

- Name: Lily Bigley
- Role: Oversees event planning and execution, ensuring alignment with CHOP's mission and goals.

- **Volunteer Coordinator:**

- Name: Annalise Santiago
- Role: Manages recruitment, training, and coordination of "Candy Fairy" volunteers to deliver a seamless experience for attendees.

- **Fundraising Lead:**

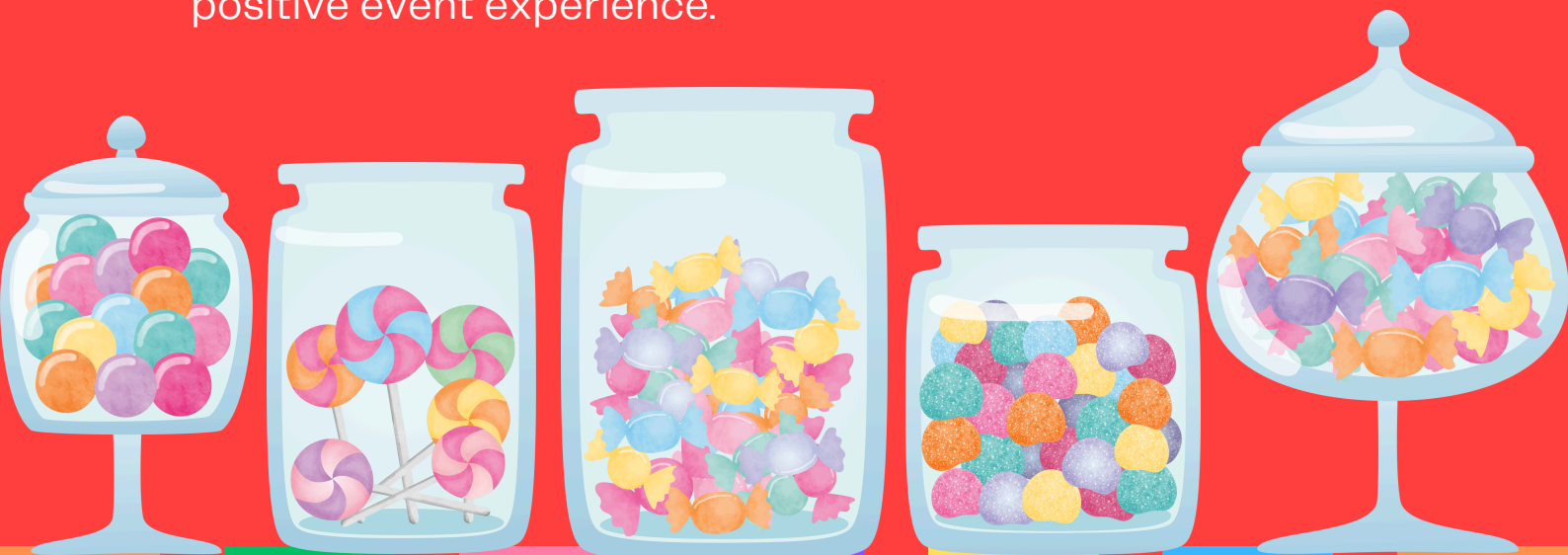
- Name: Elena Erdley
- Role: Directs raffle ticket sales, tracks donations, and ensures transparency in financial reporting.

- **Event Activities Leads:**

- Names: CJ Benjamin and Rachael Ennis
- Role: Develops and supervises physical activities, creative stations, and game areas, ensuring inclusivity and engagement for all participants.

- **Volunteers:**

- Candy Fairy Volunteers: A team of dedicated individuals who assist families, manage activities, sell raffle tickets, and ensure a positive event experience.



# PROPOSAL DEVELOPMENT SUPPORTING DOCUMENTS LETTERS OF SUPPORT



To Whom It May Concern,

On behalf of Wawa, Inc., I am honored to express our full support for the Children's Hospital of Philadelphia's (CHOP) upcoming Candyland Adventure Game Night, scheduled for June 20, 2025, at Perelman Quad. This magical event, designed to bring smiles and joy to CHOP families, aligns perfectly with Wawa's mission to foster community connection and enhance the well-being of the people we serve.

The Candyland Adventure Game Night provides a unique opportunity for children and parents facing challenging circumstances to escape into a world of fun, creativity, and bonding. Through interactive activities, whimsical themes, and inclusive programming, this event creates lasting memories and supports emotional healing—a cause Wawa is deeply committed to championing. Wawa is proud to partner with CHOP for this impactful initiative by providing food and refreshments for the event. We believe that nourishing the bodies and spirits of these families is a small but meaningful way to contribute to their comfort and happiness during the festivities.

In addition to our sponsorship, we wholeheartedly endorse CHOP's efforts to raise funds for the Family Stress and Illness Program. This program plays a crucial role in easing the emotional and financial burdens that families face, and we are inspired by CHOP's dedication to their holistic care.

We encourage other community leaders and organizations to join us in supporting this incredible event. Together, we can make a tangible difference in the lives of CHOP families, offering them not just a night of joy but a reminder of the strength and care that surrounds them. Wawa is proud to stand alongside CHOP as they bring hope, connection, and happiness to families in need. We look forward to seeing the success of the Candyland Adventure Game Night and the positive impact it will have on our community.

Sincerely,  
John Doe  
CEO of Wawa Inc.

# PROPOSAL DEVELOPMENT SUPPORTING DOCUMENTS LETTERS OF SUPPORT

To Whom It May Concern,

As a family that has been deeply touched by the care and support provided by the Children's Hospital of Philadelphia (CHOP), we are writing to express our enthusiastic endorsement of the upcoming Candyland Adventure Game Night. This event is a wonderful initiative that captures the spirit of connection, joy, and community that CHOP consistently fosters for families like ours.

Our journey with CHOP began when our child was diagnosed with a critical illness, and we found ourselves navigating an incredibly challenging time. Throughout this experience, CHOP's Family Stress and Illness Program has been a lifeline for us, offering not only exceptional medical care but also emotional and community support that has helped us stay strong as a family.

Events like the Candyland Adventure Game Night are so much more than an evening of fun—they provide families with a much-needed escape from the realities of hospital visits, treatments, and stress. They create a space where children can laugh and play freely, and parents can feel the joy of seeing their kids simply being kids. It's a reminder that even in difficult times, happiness and togetherness are possible. We wholeheartedly support this event and its goals to foster family bonding, promote inclusivity, and raise critical funds for CHOP's Family Stress and Illness Program. These funds will ensure that more families like ours can continue to receive the incredible support that CHOP provides every day.

We encourage everyone to support this magical event, whether through sponsorship, donations, or participation. It is efforts like these that make CHOP not just a hospital but a community of hope, healing, and love.

With heartfelt gratitude,  
The Johnsons  
CHOP Family





# LINKS TO SOURCES USED

<https://app.sparkit.ai/companies/4369d02e-3851-4656-b6b3-7d47540dc758/projects/8b69a9bc-f2c7-4dcb-9a35-90c77dc8defb/tasks/21b03a07-ba0e-4df8-b40f-2b4fe2bd67c4>

<https://app.sparkit.ai/companies/ed930686-2c0f-4e22-b11d-8aa5ddba9372/projects/94166118-5372-4c6f-b567-575397ce425b/tasks/bf3ab101-d7ad-4056-b0f0-6504281570ae>

<https://chatgpt.com/share/67000692-221c-8000-90df-149b6b61b8b9>

<https://chatgpt.com/share/67007231-7378-8000-8b2b-65a50e9c2a0e>

<https://chatgpt.com/c/670080f4-1128-8010-a0f0-70e3fd3983c1>

<https://chatgpt.com/c/6716ae32-3708-8010-b018-6deb2b2a2ee4>

<https://chatgpt.com/share/671bbd08-732c-800d-9b07-4e85035334e0>

<https://chatgpt.com/c/67253772-8d44-8000-aaba-cc246eb05ccb>

<https://chatgpt.com/c/6732d987-e86c-8010-b912-6bbf4cf166f3>

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<https://chatgpt.com/c/6732d987-e86c-8010-b912-6bbf4cf166f3>

<https://chatgpt.com/c/673fecb7-6a54-800c-bc9a-c6cabd7984c6>

<https://chatgpt.com/c/6732d987-e86c-8010-b912-6bbf4cf166f3>

<https://chatgpt.com/share/6757af82-aea4-8007-8381-6ee233ffa6cd>







# Thank You

WE LOOK FORWARD  
TO WORKING ON THIS  
SWEET AND MAGICAL  
EVENT WITH YOU