



# Ynotu2

Presents

## 2<sup>nd</sup> Annual The Night Before Christmas

December 17<sup>th</sup>

6:00 pm to 9:00 pm

BRINGING THE SPIRIT OF CHRISTMAS TO THE UNDERSERVED YOUTH OF COLUMBIA

## Our 2<sup>nd</sup> Annual “The Night Before Christmas”

### About #NB4XMAS

YNOTU2 Inc. is a 501(c)(3) non-profit organization with a mission to provide job/life skill development for people with barriers to employment, early childhood intervention for local families and community outreach to the Midlands. We are proud to announce our 2<sup>nd</sup> annual “The Night Before Christmas” event.

Our goal is to provide an educational and fun, holiday experience for disadvantaged youth in shelters, youth programs, group homes, and impoverished communities in the Columbia area. Last year, we served approximately 423 children between the ages of 3-12, members of their families, volunteers, and community leaders. We anticipate a 50% increase in attendance this year!

The event was inspired by a visit to the EdVenture Children's Museum in 2014 during the holiday season. Many of the kids we serve haven't been afforded the opportunity to experience the museum and through this we plan to accomplish jumpstart their imaginations!

*“During a visit to Ed Venture, we realized that many of the youth around Columbia, especially the youth we serve, never get the chance to experience the beautiful exhibits and the magic the museum holds during the holidays.”*

We have contracted with EdVenture for the date of December 17th 2016, from 6 pm. - 9 pm. Our goal is for this to continue as a yearly event for the disadvantaged youth in Columbia.

*“It is our hope, that by allowing the kids to enjoy Christmas and to experience EdVenture.... It will open their mind to the possibilities beyond their current situation and inspire them to think bigger.” – Kimani Davis.*

This event will be hosted by Hot 103.9's Beasy Baybie.

Continuing with last year's Celebrity Santa theme, our first Celebrity Santa will be WACH Fox's own Janet Parker. We will promote this event via radio, websites and social media outlets. We have prepared a comprehensive sponsorship packet we invite you and your organization to review.



### Jumpstart their imagination

At “The Night Before Christmas” the youth can allow their imagination to run wild. They can be a Doctor, Fireman, Veterinarian, Dentist, Farmer and so much more.



### Fun for the family

This event is not just for the little kids! It also allows the families, friends and mentors who attend the opportunity to spend quality time with the kids, doing something educational and fun.



### It wouldn't be Christmas without toys!

All the toys given away at **"The Night before Christmas"** are donated or purchased with proceeds from sponsorships or vendors. It is our hope to sponsor every child attending our event with a special gift(s) to complete their Christmas cheer.

### Our special "Secret Santa" giveaway

Another great event we host during the event is our Secret Santa Giveaway. Millions of families are unable to provide for their loved ones during the holiday season. At YNOTU2, we help families through monetary donations (based on funding availability) who are otherwise not able to provide for their loved ones during this time. Our mission to support through community outreach is one of the reasons YNOTU2 touches so many lives during the holidays.



*The Institute of Museum and Library Services (IMLS) has selected EdVenture as one of only ten libraries and museums nationally to receive the 2011 National Medal for Museum and Library Service.*



### Why EdVenture?

**Their Vision** - To create new generations of lifelong learners. The idea is to not only make this event fun but educational. By utilizing this facility, we can provide both at an affordable price.

**Their Audience** - Children 12 and younger, families, teachers, caregivers and anyone who has a child's best interest at heart. EdVenture Children's Museum educational purpose aligns with our mission of creating educational and fun learning experiences for disadvantaged youth in the area.

**Their Exhibits** - Behind EdVenture's doors, they have eight world class exhibit galleries, a library, learning laboratories, resource centers and other visitor amenities. Two additional outdoor gallery spaces are located just outside the museum's front doors. Within the total 92,000 square feet that is EdVenture Children's Museum, there are more than 350 individual hands-on exhibits.

### What to expect

1. Seasonal atmosphere at the EdVenture Facility
2. Information and resources on community resources and assistance available in our community
3. Entertainment & amenities such as 40' ft. flat screen, light display and more donated by our sponsors
4. Story Time - Celebrity guests will read a portion of the Christmas classic "Twas the night before Christmas"
5. Secret Santa and Toy giveaway for attendees
6. Educational challenge sessions with amazing prize incentives for learning and participation
7. Santa's Workshop (Arts and Crafts for Kids) presented by Richland County Library

## How can you be a part of “The Night before Christmas”?

Sponsorship not only gives you the opportunity to serve in a civic capacity, but it can bring more business to you and your company through sponsored advertisements. The “**Night before Christmas**” allows you to market your services to approximately 600 Attendees and continued promotion and exposure on our growing network. Currently we have 3500 followers on Facebook, and a following of 1700 people on Instagram. Our website [www.ynotu2.org](http://www.ynotu2.org) continues to average over 2000 hits a month. This event will also be marketed via radio and news outlets.

### \$2000 - Title Sponsor

1. Company name and logo will be acknowledged throughout event
2. Will be acknowledged on all advertising
3. Vendor table
4. Will be able to speak briefly about their company during the event
5. Logo will be placed on all distributed material
6. Logo and advertising displayed on 40-foot exterior screen and inside event

### \$1000 - Gold sponsor

1. Company name and logo will be acknowledged throughout the event
2. Will be acknowledged on all advertising
3. Logo will be placed on all printed material
4. Vendor table
5. Logo and advertising displayed on 40-foot exterior screen and inside event

### \$500 - Silver Sponsorship

1. Company name and logo will be acknowledged throughout the event
2. Company name and logo will be on all printed material
3. Vendor table
4. Logo and advertising displayed on 40-foot exterior screen and inside event

### \$250 - Bronze Sponsorship

1. Company name and logo on all printed material
2. Vendor table
3. Logo and advertising displayed on 40-foot exterior screen and inside event

Sponsorship of this event will also be eligible for tax credits under our 501(c)3. Therefore, please contact me with the amount of your donation if your organization would like to sponsor this event. I can be reached at 803-645-1936 or by email [kdavis@ynotu2.org](mailto:kdavis@ynotu2.org). Thank you for your time and consideration.

Yours truly,

*Kimani Davis,*

Founder Ynotu2 Inc.



### Sponsor

Become a Sponsor - Your financial support will assist us in making this event possible. Our sponsorships come in various levels based on your monetary contribution. In return you will receive publicity and an opportunity to market your Business/Organization within our network, social media, and website during our events. **This contribution is also tax deductible.**



### Vendor

Families are not aware of the many resources our community has to offer. Our vendor spaces are comprised of community organizations, nonprofits, churches and advocacy groups that support the underserved communities.



### Volunteer

YNOTU2 is a small nonprofit with no paid staff. We survive through the hard work of members of the community who are willing to sacrifice their time to serve others. Over 400 youth attended Night before Christmas last year. Our volunteers assist with various task such as event organization, marketing, fundraising, event set up and more.

# SPONSORSHIP PLEDGE FORM

Donor/Organization Name: \_\_\_\_\_

Business/Permanent Address: \_\_\_\_\_

Business/Permanent Phone: \_\_\_\_\_

Business/Personal Email: \_\_\_\_\_

Donation: \$ \_\_\_\_\_

Sponsorship Level (please check one)

☐ Title \$2,000 or more

☐ Gold \$1,000 - \$1,099

☐ Silver \$500 - \$999

☐ Bronze \$250 - \$499

Credit Card: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature of Donor \_\_\_\_\_

All checks should be made payable to the: "YNOTU2, Inc.," writing "The Night Before Christmas Event" in the memo.

Please mail checks to the following address:

**YNOTU2 INC  
1800 KILLIAN LAKES DR.  
UNIT 7302  
COLUMBIA, SC 29203**

Should you choose to pledge your donation, please fill out the information below.

Pledge: \$ \_\_\_\_\_ (amount) over \_\_\_\_\_ (years)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_