Barrie & District Christmas Cheer

Sponsorship Program Gold

Christmas Cheer Vision and Mission Statement

We are a charitable organization, with a volunteer board who work to make a difference by ensuring that everyone in our community has an opportunity to enjoy Christmas.

The Christmas Cheer Board is a group of socially minded volunteers who are in service to ensure the responsible coordination of Christmas Giving to less fortunate families and individuals in our defined geographic area, specifically: Innisfil, Angus, Barrie, Springwater and Oro-Medonte. We accomplish this through generous donations of time, money, food and toys by many individuals, schools, places of worship and businesses in our community. We are committed to creating positive relationships with our suppliers, volunteers, other charitable organizations and our clients.

Barrie & District Christmas Cheer – A History

Barrie & District Christmas Cheer was launched in 1974 by a group of local clubs and organizations such as CKBB Radio (now BIG 101.1), the Salvation Army and the Emmanuel Baptist Church. It was a coordinated effort to supply local families with a Christmas box of goodies, gifts and food. In 1974 Christmas Cheer raised $21,000 and helped 125 families. At that time Barrie's population was only 35,000. Today our catchment area population is over 200,000!

Since 1974, Barrie and District Christmas Cheer has continued to lead the way in coordinating efforts to help those in need in our communities to enjoy a festive Christmas. With our charitable status and 100% volunteer board, we pride ourselves in making every dollar count. With generous donations made by companies just like yours, once again in 2023 we assisted over 1,700 families (close to 5,000 people) with gift cards to purchase groceries for a full Christmas dinner, packaged food for a week, and toys for each child and gift cards for each teen. The key to our success is support from our Corporate Partners. Without their support, this program would not be possible.

2025 Fundraising Goal - $500,000!!!

This year, our goal has increased to $500,000. Due to the current state of our economy, soaring inflation and an increased cost of every food and gift item, we are looking for the support of our Corporate Sponsors more than ever. There are many ways to help. With monetary support, we can access our tremendous, long-term relationships with local suppliers that afford us significant value per donated dollar.

We hope you will be a part of our 2025 Campaign!

Partnering with Christmas Cheer:

We are inviting you to join us in supporting those residents in need from the Barrie & District area by becoming a Gold level sponsor.

Gold Sponsorship $10,000

Your investment enables us to provide Christmas to over 1,800 families!

It costs approximately $1,000.00 to provide Christmas to an average sized family.

Return on your investment:

As a Gold sponsor of Barrie & District Christmas Cheer, your company will receive the following:

1) Named Gold sponsor at all Christmas Cheer sanctioned events in Barrie and surrounding districts
2) Named Gold sponsor on all Christmas Cheer social media including Website, Facebook, Instagram, Twitter, etc.
3) Named Gold sponsor in radio/newspaper media coverage
4) Your corporate logo and link to your corporate website on the Christmas Cheer website
5) Your corporation represented as a Christmas Cheer VIP at our Media Day

Contact:

For more information, please visit our website: **www.christmascheerbarrie.com**

Please contact me to at your convenience to discuss our proposal.

Sincerely,



Alison Jacks
Chair – Corporate Donations
Barrie & District Christmas Cheer
416-937-4286
corporate@christmascheerbarrie.com