



# MYCHAL'S

Learning Place

## THE CALIFORNIA GREAT SANTA STROLL

October – December 13<sup>th</sup>

(310) 297-9333

[www.mychals.org](http://www.mychals.org)

4901 W. Rosecrans Ave. Hawthorne, CA 90250

# THE 7<sup>TH</sup> ANNUAL CALIFORNIA GREAT SANTA STROLL

Fundraising Campaign: October – Saturday, December 13, 2025

## Event

Date: Saturday, December 13, 2025

Location: Hermosa Beach Pier Plaza

**The California Great Santa Stroll** Benefitting Mychal's Learning Place is a 5K event that raises much-needed funds to expand Mychal's after school and job training programs.

Founded in 2002, Mychal's is a 501©3 non-profit organization that provides support, training and opportunities to youth and young adults with developmental disabilities, to build their independence and pursue their goals and dreams.

**The California Great Santa Stroll** is a festive 5K run & walk for all ages and abilities! Even our four legged friends can join the fun of the walk and costume contests! Join hundreds of Santas as we stroll the strand from Hermosa Beach to Manhattan Beach and back.



As a sponsor you will have multiple marketing opportunities leading up to the campaign, during the fundraising, and

of course throughout the event including the opportunity to create your own team(s) and interact with participants. Santa attire is included with registration and businesses are welcome to provide information that can be distributed at packet pick up. Our expo sponsorship also provides a pop up opportunity on the iconic Hermosa Beach Pier.

Past sponsors have been elated with the exposure they received from their participation in the Santa Stroll, including live and post-event coverage through outlets like KTLA, The Beach Reporter, Daily Breeze and Southbay Magazine.

Your support will directly help expand the programs and activities of Mychal's Learning Place and allow even more students to have the opportunity to be seen, heard, and challenged to succeed.

**Sponsorships vary in price, but we are always happy to create a custom package that will suit your goals and needs. Our sponsorships listed on the following pages reflect our traditional structure, however we also offer specialty and marketing-focused options.**



**South Bay Ford was thrilled to be a sponsor in such a fun and unique event, The Great Santa Stroll. The community support and involvement was tremendous. Santa even made his grand entrance in a Convertible Ford Mustang, which was great exposure for us. We look forward to supporting Mychal's Learning Place in future events.**

— Shelly Fong, South Bay Ford

# THE CALIFORNIA GREAT SANTA STROLL SPONSORSHIP OPPORTUNITIES



|                                                       | Santa's<br>Workshop<br>\$100,000 | Santa's<br>Sleigh<br>\$50,000 | Santa's<br>Village<br>\$25,000 | Reindeer<br>\$10,000 | Elf<br>\$5,000 | Snow<br>\$2,500 | Milk &<br>Cookies<br>\$1,000 | Expo<br>Vendor<br>\$750 |
|-------------------------------------------------------|----------------------------------|-------------------------------|--------------------------------|----------------------|----------------|-----------------|------------------------------|-------------------------|
| <b>Start/Finish Line</b>                              | Presented<br>By                  | X                             | -                              | -                    | -              | -               | -                            | -                       |
| <b>Medal For Participants</b>                         | X                                | X                             | -                              | -                    | -              | -               | -                            | -                       |
| <b>Match Sponsorship</b>                              | \$5,000 over<br>1 week           | \$2,500<br>over 2 days        | -                              | -                    | -              | -               | -                            | -                       |
| <b>Participant Backpacks</b>                          | X                                | X                             | X                              | -                    | -              | -               | -                            | -                       |
| <b>All Event Merchandise</b>                          | X                                | X                             | X                              | -                    | -              | -               | -                            | -                       |
| <b>Volunteer T-Shirts</b>                             | X                                | X                             | X                              | X                    | -              | -               | -                            | -                       |
| <b>Step &amp; Repeat</b>                              | X                                | X                             | X                              | Limited<br>Qty.      | -              | -               | -                            | -                       |
| <b>Street Banners</b>                                 | X                                | X                             | X                              | X                    | -              | -               | -                            | -                       |
| <b>Event Emails<br/>(5,500+ subscribers)</b>          | X                                | X                             | X                              | X                    | X              | -               | -                            | -                       |
| <b>Individual &amp; Team<br/>Fundraising Pages</b>    | X                                | X                             | X                              | X                    | X              | -               | -                            | -                       |
| <b>Fundraising Website<br/>Main</b>                   | X                                | X                             | X                              | X                    | X              | X               | -                            | -                       |
| <b>Print Marketing<br/>Collateral</b>                 | X                                | X                             | X                              | X                    | X              | X               | -                            | -                       |
| <b>Materials in Participant<br/>Backpacks (1000+)</b> | X                                | X                             | X                              | X                    | X              | X               | -                            | X                       |
| <b>Save The Date</b>                                  | X                                | X                             | X                              | X                    | X              | X               | X                            | X                       |
| <b>Social Media<br/>(6,000+ followers)</b>            | Custom<br>Highlight              | Custom<br>Highlight           | Custom<br>Highlight            | X                    | X              | X               | X                            | X                       |
| <b>Name Announced at<br/>Event</b>                    | X                                | X                             | -                              | X                    | X              | X               | X                            | X                       |
| <b>Registration Packets</b>                           | 50                               | 25                            | 15                             | 10                   | 8              | 8               | 5                            | 0                       |

# THE CALIFORNIA GREAT SANTA STROLL MATCHING SPONSORSHIP OPPORTUNITIES

*These sponsorships are heavily promoted to all of Mychal's Learning Place supporters as an added incentive to make a donation to the organization during a specific time period since the sponsor will match/double that donation. All Matching sponsorships are promoted by Mychal's Learning Place as well as the hundreds of participants to their respective networks as they reach out for support.*

## 1 WEEK MATCH \$5,000

- Turn \$5,000 into \$10,000 for Mychal's
- 2 dedicated email blasts\*
- 3 dedicated social media posts
- Match all donations that come in during the run of the match
- Company Name on all donations, Individual & Team Fundraising Pages
- Acknowledgment on newsletter

\*Dedicated email blast may be shared with additional sponsors to maximize donations for the charity.

## 2-3 DAY MATCH \$2,500

- Turn \$2,500 into \$5,000 for Mychal's
- 2 dedicated email blasts\*
- 2 dedicated social media posts
- Match all donations that come in during the run of the match
- Company Name on all donations, Individual & Team Fundraising Pages
- Acknowledgment on newsletter

\*Dedicated email blast may be shared with additional sponsors to maximize donations for the charity.

## 2-3 DAY MATCH \$1,000

- Turn \$1,000 into \$2,000 for Mychal's
- 1 dedicated email blast\*
- 1 dedicated social media posts
- Match all donations that come in during the run of the match
- Company Name on all donations, Individual & Team Fundraising Pages
- Acknowledgment on newsletter

\*Dedicated email blast may be shared with additional sponsors to maximize donations for the charity.



## MARKETING SAMPLES

### MATCHING SPONSOR!

As part of **Giving Tuesday**, Video Valet will be matching all donations up to \$2,500! This means that if you give a \$20 donation, then Video Valet will also donate \$20 and you'll have raised \$40 making twice the impact! Hurry though, our matching donor challenges run out quickly! You can also share your **Santa Stroll fundraising page** to double donations to your page!

**GIVING  
TUESDAY**



**DONATE TO SANTA STROLL!**



# THE CALIFORNIA GREAT SANTA STROLL EXPO VENDOR SPONSOR

Join us on-site at the Santa Stroll in Hermosa Beach to showcase your business! As an Expo Sponsor, you'll have the opportunity to pop up on Hermosa Pier Plaza, engage directly with attendees, share information about your products or services, and even offer samples or giveaways. It's a great way to connect with the community, build brand awareness, and spread some holiday cheer while thousands of participants stroll by.



## EXPO VENDOR \$750

- Pop-up on site to showcase your brand or sample branded products
- 1,500+ people attending in-person
- Table & linens included
- You provide any marketing material or giveaways that you want to include at the table
- Event expo vendor timing: 7a.m. - 11:30a.m



## YES, I WILL BE A SPONSOR!

*Thank you for your support in giving many more young people the opportunity to succeed.*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### *Yes, I would like to become a Santa Stroll Sponsor*

☐ \$100,000 Santa's Workshop Sponsorship

☐ \$5,000 Elf Sponsorship

☐ \$50,000 Santa's Sleigh Sponsorship

☐ \$2,500 Snow Sponsorship

☐ \$25,000 Santa's Village Sponsorship

☐ \$1,000 Milk & Cookies Sponsorship

☐ \$10,000 Reindeer Sponsorship

☐ \$750 On Site Vendor

### *Matching Sponsorship*

☐ \$5,000   ☐ \$2,500   ☐ \$1,000

### *Yes, I would like to Donate to help expand Mychal's Learning Place*

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_

☐ Check (payable to: Mychal's Learning)

☐ Visa

☐ MC

☐ Discover

☐ Amex

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

Name on card \_\_\_\_\_ CVV Code \_\_\_\_\_

Authorized signature \_\_\_\_\_

Please send completed form to Jillian Zalys by email: [jillian@mychals.org](mailto:jillian@mychals.org) or mail.

Mychal's Learning Place  
4901 W. Rosecrans Ave., Hawthorne, CA 90250  
You may also pay for your sponsorship online at [www.mychals.org](http://www.mychals.org)

