



m 2025 SPONSORSHIP OPPORTUNITIES

Melwood's Miracle on 23rd Street

Friday, December 5, 2025 | 5:00 pm

**Melwood Arlington
750 23rd South Street
Arlington, VA 22202**

2025 Sponsorship Opportunities

Melwood's annual holiday celebration designed to foster community engagement in Arlington, VA. Last year's event featured crafts, s'more making, face painting, a sensory space, a VR truck, photos with Santa, and ice skating. The event has drawn notable figures, various county officials, and school board members.

Miracle on 23rd Street attracts over 400 community members and kicks off the holiday season with a grand tree lighting! This year, the event will take place on December 5th, from 5 to 8 p.m., at our Arlington Campus.



For Sponsorship Information Contact: Thalia Goddard at TGoddard@melwood.org or 202-740-5436

Please Note: The deadline to be included on event signage is November 21, 2025.

2025 Sponsorship Opportunities

\$10,000 Miracle Sponsor (1)

- Positioned as the Presenting Sponsor and event to be branded as “Miracle on 23rd Street Presented by [Sponsor Name]”
- Name and logo all promotional and collateral materials and signage, including recognition during event from President & CEO, and on a Melwood’s fall e-newsletter that reaches over 20,000 recipients
- Opportunity to be listed as a sponsor of two activity stations, sponsored by signs will be provided
- Opportunity to have a vendor table to give out SWAG items and other promotional materials
- Opportunity to give remarks during event
- Opportunity to have employee volunteers
- Recognition on Melwood website and social media platforms as an annual partner

\$7,500 Santa Claus Sponsor (2)

- Positioned as a Santa Claus Sponsor which includes signage displayed at event and at the Santa Claus meet and greet station
- Name and logo on select promotional and collateral materials and signage, including recognition during event from President & CEO, and on Melwood’s fall e-newsletter that reaches over 20,000 recipients
- Opportunity to have a vendor table to give out SWAG items and other promotional materials
- Opportunity to have employee volunteers
- Recognition on Melwood website and social media platforms as an annual partner

\$2,500 Jingle Bell Sponsor (2)

- Positioned as the Jingle Bell Sponsor which includes signage displayed by the live band
- Name and logo on select promotional and collateral materials and signage, including recognition during event from President & CEO
- Opportunity to have a vendor table to provide SWAG items and other promotional items
- Opportunity to have employee volunteers
- Recognition on Melwood website as an annual partner



2025 Sponsorship Opportunities

\$1,000 VR Truck Sponsor (2)

- Positioned as the VR Truck Sponsor which includes signage displayed at VR Station
- Name and logo on select promotional and collateral materials and signage
- Opportunity to have employee volunteers
- Recognition on Melwood website as an annual partner

\$500 Santa's Helper Sponsor (Unlimited)

- Positioned as the Santa's Helper Sponsor which includes signage displayed at craft station
- Name and logo on select promotional and collateral materials and signage
- Opportunity to have employee volunteers
- Recognition on Melwood's event website

Restaurant Sponsor (In-Kind)

- Premium vendor placement ensuring maximum foot traffic
- Donated food samples and staff services
- Option to pass out restaurant coupons
- Name and logo on select promotional and collateral materials and signage
- Recognition on Melwood's event website



melwood

Sponsorship Information Contact:

Thalia Goddard
Corporate Giving Coordinator
TGoddard@melwood.org
202-740-5436 (o) 301-535-5337 (c)

Sarah Boynton
Director of Corporate Philanthropy
Sboynton@melwood.org
240-216-2503 (c)

