



**Christmas in the Wards**  
Uplifting Communities

# **2020 SPONSORSHIP**

[www.christmasinthewards.com](http://www.christmasinthewards.com)

# THE REASON FOR THE SEASON

More than ever Christmas in the Wards' mission to serve communities and the diverse families and students that comprise them throughout Chicago matters. Historically marginalized, hard to count communities know all too well the impacts and realities of disinvestment. Today, the reckoning of a pandemic widens the disparities to resources that provide services, programs, and education to those same vulnerable communities, families, and students.

We know that families strive 365 days a year, yet the strains are felt most during the holiday season, what we collectively call "the most wonderful time of the year." We know this year that strain will resound a little louder, and the clothing and essentials, laptops, and special gifts from Santa we give will help foster families' resiliency and spread the true spirit and meaning of the Christmas season.

Our first Christmas event was in a small gym for approximately 50 south side families. Last year, we hosted 500 families from 25 Chicago south, west, and north side wards in our largest *Christmas Spectacular and Toy Giveaway* at McCormick Place Lakeside. 2020, our 24th year will be a year of innovation, resiliency, and a reimagined Christmas in the Wards filled with Christmas joy!

Our motto is *it takes a city to do what we do*, and with your support, our mission continues.

With Gratitude,

*Larry Huggins*

Founder





# OUR HISTORY

If you don't know our history, Christmas in the Wards was founded in 1996 by businessman Larry Huggins as the *Christmas in Englewood Foundation*. His vision- to give back and serve the historically vibrant community of his youth that today is one of the most disadvantaged and underserved on the South Side of Chicago. Years later, Christmas in Englewood evolved into *Christmas in the 8th and 34th Wards*, joined by businessman Everett Rand and working with Aldermen Michelle Harris and Carrie Austin to identify families via community schools with the most profound needs.

Today, as *Christmas in the Wards*, our passion and dedication to uplift the lives of families and students throughout Chicagoland during the holiday season and beyond is realized through incredible partnerships, sponsors, and an engaged board of business, civic, and community leaders. In our twenty-four-year history, we have served 12,000 families from 25 wards across Chicago's south, west, and north side communities.





# CHRISTMAS IN THE WARDS

## BOARD OF DIRECTORS

**Larry Huggins**  
**Chair**  
Christmas in the Wards

**Carrie M. Austin**  
**Alderman- 34th Ward**  
City of Chicago

**Maya Garcia**  
Christmas in the Wards

**James P. Greene**  
James P. Greene & Assoc

**Michelle A. Harris,**  
**Alderman- 8th Ward**  
City of Chicago

**Tim LeFevour**  
SMG

**Bruce Liimatainen**  
AFS Properties, LLC

**Brad Mathes**  
Linn-Mathes, Inc

**Donovan Pepper**  
Walgreens

**Toni Preckwinkle, President**  
Cook County Board

**Deven Rand**  
North American Concessions

**Everett Rand**  
Chicago Football Classic  
Scholarship Fund, Inc.

**Tim Rand**  
MAC ONE

**Paul Rennie**  
WGN-TV

**Thomas S. Ricketts**  
Chairman, Chicago Cubs

**Michael Scott Jr.,**  
**Alderman- 24th Ward**  
City of Chicago

**Kimberly Scott**  
Starbucks

**Yafawn Smith**  
Comcast

**Melissa Washington**  
ComEd





# 2020 EVENTS

## Shopping With the Wards

2020 will be a *Shopping Spectacular* as the wards shop with their families. Our Christmas in the Wards Elves will compile each families *Christmas Needs List* and our families will shop by ward at a designated date and time.

We will take every precaution to ensure social distancing and abide by all city and state mandates as we create Christmas memories and whimsy for our families, sponsors and guests.

## Christmas in the Wards Laptops on the Lane

We're thrilled to debut our first Laptop for Students Drive-Up Giveaway. Our Christmas in the Wards Elves will line the lanes and present EVERY Christmas in the Wards family with a laptop as they drive through with cups of cocoa and a special Christmas greeting from Santa!

Remote learning is a reality every student, family and community will navigate this academic year. With a full school day of workload and instruction families will need adequate education technology for all children to meet the academic requirements and achieve. No child should be left behind and through our Laptops for Students initiative we will give hundreds of laptops away this holiday season.

*Christmas in the Wards Laptops on the Lane* will be held on **Saturday, December 19, 2020.** Time and location to be announced in October.





## **SPONSOR LEVELS**

### **DIAMOND (\$15,000)**

- Title Sponsor
- Press/Media Event coverage and spotlight
- Underwrites 10 Laptops for Students
- Digital Program Book Ad
- Banner logo at 2020 Events
- Christmas in the Wards Hat and Scarf Package
- Event activation\*

### **PLATINUM (\$10,000)**

- Digital Program Book Ad
- Banner logo at 2020 Events
- Underwrites 5 Laptops for Students
- Christmas in the Wards Hat and Scarf Package
- Event activation\*



**Christmas in the Wards**  
**Uplifting Communities**

**DONATE NOW**





## **SPONSOR LEVELS**

### **GOLD (\$5000)**

- Digital Program Book Ad
- Banner logo at 2020 Events
- Underwrites 2 Laptops for Students
- Christmas in the Wards Hat and Scarf Package

### **SILVER (\$2500)**

- Digital Program Book and Banner Logo
- Underwrites 1 Laptop for a Student
- Christmas in the Wards Hat and Scarf Package

### **BRONZE (\$1500)**

- Digital Program Book and Banner Logo
- Christmas in the Wards Hat and Scarf Package

### **LAPTOP SPONSOR (\$500)** Sponsor a laptop for a student

- Name/Organization in Digital Program Book
- Christmas in the Wards Hat and Scarf



**Christmas in the Wards**  
**Uplifting Communities**

**DONATE NOW**





# CHRISTMAS IN THE WARDS WINTER ACCESSORIES

DONATE NOW



*Become one of Santa's Elves!  
With a \$75 Donation  
receive a limited edition  
Christmas in the Wards Hat & Scarf*



## *Holiday Season Swag*



Christmas in the Wards  
Uplifting Communities





# CHRISTMAS IN THE WARDS 2019

CLICK [HERE](#) TO VIEW OUR 2019 RECAP VIDEO







METROPOLITAN PIER & EXPOSITION AUTHORITY  
AT MCCORMICK SQUARE

AFS Properties



THANK YOU TO ALL OUR SPONSORS



# **INFORMATION**

Please Contact LaToyia at  
[l.huggins@christmasinthewards.com](mailto:l.huggins@christmasinthewards.com)

Or call Christmas in the Wards at  
773-734-1600



**Christmas in the Wards**  
**Uplifting Communities**



**THANK YOU  
FOR YOUR  
SUPPORT!**

[www.christmasinthewards.com](http://www.christmasinthewards.com)



**Christmas in the Wards**  
**Uplifting Communities**