

La Cañada Junior Women's Club Presents
Passport to Winter
Sip & Shop Night
Wednesday, November 17, 2021



Dear Community Leader,

On Wednesday evening, November 17, 2021 the **La Cañada Junior Women's Club (LCJWC)** will be holding its' Annual Winter shopping fundraiser, **"Passport to Winter Sip and Shop Night."** Our goal is to capture the spirit of the holiday season while encouraging shopping locally. In this time of covid-19 restrictions, the Juniors are looking to assist our local vendors while earning money for LCJWC endeavors.

- We ask each vendor to "give back" 20% of total sales before taxes from those who shop with them on Wed. Nov. 17, during the hours between 5p.m. and 8:30p.m.
- We ask vendors to provide sips of wine and snacks of their choosing for our shoppers.
- We ask vendors to provide one raffle prize from their establishment, if possible.

We plan to sell Winter Passports that will be stamped by shop owners, after the purchase of an item at their store. We will enter those who return their passports to the Juniors' Raffle Ticket Redemption location into drawings for cash and prizes. The passport contains all the information on every vendor participant including their logo, location, website, and phone number. Every shopping location will have a directional sign and all vendor/sponsor logos will be placed on that signage. We will promote each vendor in event publicity in print and online. We will also publicize our vendors on our Instagram and Facebook pages, along with our club website.

To be the best stewards of our donor dollars, we are also seeking interested parties to help with event expenses by offering sponsorship opportunities. Please see the list below for available sponsorship levels:

- **"SUGARLAND SPONSOR"** (\$250) – Receives 25 raffle tickets in our cash drawing and featured in the event publicity in print and online.
- **"MERRY & BRIGHT SPONSOR"** (\$150 value of prepared food) – Receives 15 raffle tickets in our cash drawing and featured in the event publicity in print and online.
- **"LET IT SNOW SPONSOR"** (\$100) – Receives 8 raffle tickets in our cash drawing and featured in the event publicity in print and online.
- **"SNOWFLAKE SPONSOR"** (\$50) – Receives 3 raffle tickets in our cash drawing and featured in the event publicity in print and online.

We are asking our Passport Holder participants to purchase a \$25 passport that will include a raffle ticket into the cash drawings. The drawing increments are valued at 1-\$250, 1-\$100, 1-\$75. Included with each Passport is food, snacks, beverages, dessert and more. Please feel free to encourage your customers to purchase Passports and Shop on the special night.

In addition to Shop Night Vendors, we are in search of raffle prizes to allow us to sell as many raffle tickets as possible. If you can donate any prize of any value, your donation will go towards enabling the Juniors to raise as much as possible for our community and philanthropic efforts.

Should you choose to be a Sponsor, Vendor or Raffle Prize Donor, please try to return the enclosed form no later than **November 5, 2021**. We want to make sure that we properly acknowledge you in our event print media publicity and social media materials. For your records, LCJWC is a non-profit 501 (c)(3) organization; our **Federal Tax Identification number is 23-7084463**. Thank you for your kind consideration. We look forward to your favorable response!

Please email forms to lcjuniorwomensclub@gmail.com. Please call Trish with any questions or to pick up your form and raffle prize.

Gratefully,

Trish McRae
President, LCJWC
818.568.6411