

Crossroads Church Presents

# The Real Story of Christmas

A BROADWAY STYLE MUSICAL



SPONSORSHIP PROPOSAL



April 17, 2025

Dear Community Leader:

The Christmas season is one of the biggest opportunities of the year to remind families of God's love and good will for everyone, everywhere! This is why several years ago we created a fun, Broadway-style stage production called The Real Story of Christmas. Every year since 2015, thousands of people come out to see Santa and Mrs. Claus direct a stage full of dancing, singing, and playful elves retelling some of the best-loved stories of Christmas. From Frosty the Snowman and Rudolph the Red-nosed Reindeer to The "Cajun" Night Before Christmas, these stories come alive in a way that has everyone laughing and singing along! The climax of the show is when Santa and Mrs. Claus call for the REAL story of Christmas to be shared and the beautiful characters of the Nativity, including live camels and sheep, appear on stage to bring their gifts and adoration to the baby Jesus.

The set, costuming, music and choreography are all fantastically designed in a way that inspires awe and wonder. After the show, families dash to have their pictures taken with Santa, Mrs. Claus, Elf on the Shelf and the Nativity characters free of charge! This year we are expecting over 11,000 people from all over the state to attend.

We are seeking your support for The Real Story of Christmas 2025, which is rapidly becoming one of the most popular attractions of the holiday season here in Acadiana. As a local, family-focused company you are an ideal partner for us. As a sponsor, you will receive marketing exposure to our 20k+ Social Media followers and event attendees. This is an amazing opportunity for you to increase awareness of your brand in our local community, letting the public know you believe in the REAL story of Christmas.

Enclosed you will find a Sponsorship Proposal for your review. Please reach out to us if you have any questions at all. Thank you for your consideration in helping us share God's love and message of hope with our community this Christmas season!

Sincerely,



# SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition through social media advertising and during 7 showtimes\*. We aim to provide value to sponsors by:

- Providing opportunities for you to market your business to our audience.
- Providing you with opportunities to become actively involved in this huge community event.
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes healthy communities and family values in the Acadiana area.

**PREVIEW THE SHOW AND LEARN MORE AT [MYCROSSROADS.ORG/REALSTORY](http://MYCROSSROADS.ORG/REALSTORY)**

	Bethlehem Package: \$10,000 (3)	Frosty Package: \$5,000 (6)	Rudolph Package: \$2,500 (Unlimited)	Elf on the Shelf Package: 1,000 (Unlimited)	Drummer Boy Package: \$500 (Unlimited)
Live or filmed spot in the show & logo on invites	✓				
VIP Package: Reserved Seating & Fast-Pass to pictures w/Santa	✓ (10 Guests)	✓ (5 Guests)			
Logo on marketing posters	✓	✓			
Reserved Parking	✓	✓	✓		
Logo/Link on Website, Event Program, Screens & Signs	✓	✓	✓	✓	Text Only
Social Media Ads	✓	✓	✓	✓	✓

*All sponsorships are tax-deductible donations under 501(c)(3) charitable contributions.*



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## OTHER SPONSORSHIP OPPORTUNITIES

### *\* In-Kind Opportunities*

In-kind sponsorships are also available. Many of our sponsors are able to provide great products and services in exchange for sponsorship recognition. If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, you might consider items such as: Ad space, Gift cards, Product Placement or Goody Bags.

### *\* Other Ideas*

Are you interested in providing support to The Real Story of Christmas with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with us? Sponsorship proposals can be customized to meet your business needs by contacting:

Bud Plake  
budplake@mycrossroads.org  
(337) 234-4308

## MEDIA REACH

The Real Story of Christmas provides wide exposure through a variety of media outlets and marketing channels. Here is a basic guide to the types of advertising, public and community relations opportunities afforded by a sponsorship.

- ✓ 10,000 - 11,000 People in Attendance
- ✓ 20,000+ Social Media Followers
  - Facebook & Instagram @CrossroadsLafayette
- ✓ Print Advertising
  - 4,000 Programs/Playbills
  - Marketing Posters distributed to local businesses in Acadiana
  - 20,000 Invite Cards distributed locally in Acadiana

## 2025 SHOWTIMES 7 TOTAL

Dec. 5 | 7 PM  
Dec. 6 | 1 PM | 4 PM | 7 PM  
Dec. 7 | 10 AM | 1 PM | 4 PM



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## SPONSOR COMMITMENT FORM

Please fill out this form to confirm your chosen sponsorship level. Completed forms can be returned to [media@mycrossroads.org](mailto:media@mycrossroads.org). Please feel free to contact us with any questions.

Deadline: October 1, 2025

### CONTACT INFORMATION:

\_\_\_\_\_  
Company Name (as you wish to be acknowledged)

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\$\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Check enclosed? If no, what is your preferred method of payment?

**THANK YOU FOR SUPPORTING THE REAL STORY OF CHRISTMAS AND OUR COMMUNITY!**

Once we receive your completed sponsorship form, we will contact you to discuss event arrangements, sponsorship benefits and recognition.

*Please include your transparent, high-resolution color and black-and-white logos in the e-mail.*



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## LEGACY PARTNERSHIP

Crossroads Church's mission is to reach people at the crossroads of life. Through The Real Story of Christmas we are able to minister to thousands of people through what has become one of the best-loved Christmas events in Acadiana. Our sponsorship opportunities seek to provide donors with ways to enhance their profile as an active supporter of a worthwhile initiative that promotes family values in the Acadiana area.

The legacy partnership is about making a difference in eternity. By supporting The Real Story of Christmas your business could directly make an impact in the lives of people in Acadiana. This year we are expecting almost 11,000 people to attend and thousands to make decisions for Christ. The benefit opportunities are listed below for your consideration.

BENEFIT OPPORTUNITIES	CHECK HERE
Live or filmed segment in the show promoting your business	
Logo on all marketing materials	
Logo on billboards, exclusive to Legacy Partner	
Legacy Experience: VIP seating & parking; Swag bags; Fast-pass to pictures w/Santa; Private camel rides	
Inclusion in press releases	
Ten Reserved Seating tickets	

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