



2024

SPONSORSHIP

Program

Learn more about becoming a Schellville Sponsor and the benefits of each sponsorship level for the 2024 season!

Our Purpose

In 2017, we dreamt of a magical Christmas Lane, Schellville, to embody Schell Brothers' mission of happiness and spread holiday cheer to our local community. Since then, Schellville has expanded to 5.5 acres of holiday enchantment that delights hundreds of thousands of guests each season. In order to ensure that Schellville continues to be absolutely FREE during Christmas, we are inviting our community businesses to secure sponsorships!

Sponsoring Schellville offers a unique opportunity for your company to be part of a beloved holiday tradition, attracting over 500,000 guests since 2021 to its magical 5.5-acre site. This popular, free holiday village features a roller rink, sled hill, Christmas Lane with 20 little homes, a train ride, live music, an artisan market, various food and bar offerings, all illuminated by holiday lights and thousands of live Christmas trees. Your support not only helps cover the nightly operating expenses of approximately \$16,000, but also can help with our planned capital improvements of additional parking, a new stage, and a proposed permanent structure in place of our Hospitality Tent. This festive destination for families will enhance visibility and goodwill for your brand. We invite you to be a part of the magic that is Schellville in 2024.



Sponsorship Levels

FRIEND OF SCHELLVILLE SPONSOR

\$1,000

- 1 Season Pass – VIP entry, skip the line, for up to 6 people per pass
- Listing on website

SANTA'S ELF SPONSOR

\$2,000

- 2 Season Passes – VIP entry, skip the line, for up to 6 people per pass
- Listing on website



Sponsorship Levels

BRONZE ORNAMENT SPONSOR

\$5,000

- **3 Season Passes – VIP entry, skip the line, for up to 6 people per pass**
- Listing on website
- Digital and in-venue signage*

SILVER BELL SPONSOR

\$10,000

- **6 Season Passes – VIP entry, skip the line, for up to 6 people per pass**
- 1 designated VIP parking spot at entrance to the village*
- Listing on website
- Digital and in-venue signage



Sponsorship Levels

GOLD RING SPONSOR

\$15,000

- **8 Season Passes - VIP entry, skip the line, for up to 6 people per pass**
- **1 night sponsorship with shout outs from the band and on Schellville social media pages***
- **Exclusive access to private, heated VIP space in the village with up to \$1K food and beverage package for one night***
- 1 designated VIP parking spot at entrance to the village*
- Listing on website
- Digital and in-venue signage



Sponsorship Levels

DIAMOND TINSEL SPONSOR

\$25,000

- **10 Season Passes** – VIP entry, skip the line, for up to 6 people per pass
- **1 weekend sponsorship (Friday – Sunday)** with shout outs from the band and on Schellville social media pages*
- **Exclusive access to our private, heated VIP space in the village with up to \$1k food & beverage package for 2 nights***
- **2 designated VIP parking spots at entrance to the village***
- **1 season voucher for 10% off purchases at the hospitality tent and Starboard Bar***
- Listing on website
- Digital and in-venue signage

PLATINUM STAR SPONSOR

\$50,000

- **12 Season Passes** – VIP entry, skip the line, for up to 6 people per pass
- **1 week sponsorship (Monday – Sunday)** with shout outs from the band and on Schellville social media pages*
- **Exclusive access to our private, heated VIP space in the village with up to \$1k food & beverage package for 3 nights***
- **3 designated VIP parking spots at entrance to the village***
- **1 season voucher for 10% off purchases at the hospitality tent and Starboard Bar**
- **1 night rental of our brand-new VIP lounge in the tree maze with up to \$1k food & beverage package for a specific designated night during your week sponsorship***
- Listing on website
- Digital & in venue signage





For more information, please contact
Sheena Vanderhook: sheena@schellbrothersfoundation.com

The Schell Brothers Foundation is a 501(c)(3) nonprofit organization and donations may be tax deductible.

A copy of our current financial statement is available upon request by contacting Schell Brothers at:

20184 Phillips Street
Rehoboth Beach, DE 19971
(302) 226-1994

Documents and information submitted to the state of Delaware under Delaware Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.



Sponsor Code of Conduct

As a sponsor of Schellville during the 2024 season, I agree to and will abide by the following policies as a contributor and patron:

1. I agree that I will not divide the contribution towards a sponsorship with individual(s) beyond my household or company. Sponsor benefits are restricted to my immediate family (individual sponsorship) or company (corporate sponsorship).
2. I agree to not re-sell any tickets that I purchase for a profit. Schellville reserves the right to refuse, cancel, or revoke services, sponsor benefits and tickets for those suspected of violating our ticket resale policy.
3. As a patron and ticket buyer, I agree to comply with all house and venue policies of Schellville and understand that my sponsor benefits may be revoked if any of these policies are violated.
4. Schellville welcomes all to enjoy a memorable & magical holiday experience. I agree to uphold the values of The Schell Brothers Foundation, and thus will treat all individuals, including volunteers, staff, artisans and fellow guests, with respect and kindness.



*Become a
sponsor today!*