



CHILDREN'S FAIRYLAND ANNUAL GALA FUNDRAISER - MAY 25, 2022 Lorem ipsum

2022 GALA COMMITTEE

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Event Description

For many years, springtime brought with it brilliant costumes, joyous laughter, and transformative investment in Oakland and Bay Area families through the Children's Fairyland annual gala fundraiser. Over 300 guests celebrated beneath the stars each year at this event specially designed for philanthropic grown-ups.

In 2020, we partnered with Town legends Rafael Casal and Daveed Diggs to take our fundraiser virtual. *Celebrity Storytime* brought the magic of Children's Fairyland to life online, inspiring thousands of supporters both near and far. Families around the world that had grown up with us over multiple generations found us again online and invested in the magic of storytelling. We returned online in 2021 with *Bedtime Stories*, along with thousands of viewers.

This year, *Once Upon a Time at Fairyland* returns live and in person to the shores of Lake Merritt, bringing with it a rare—and coveted—opportunity for adults to experience the park without littles. Add to that a gorgeous evening of food, wine, costumes, and fun, and you've got an night that cannot be missed.

By sponsoring *Once Upon a Time at Fairyland*, you're investing in a bright future for the park, one dedicated to diverse representation, broad access, and meaningful community. At Fairyland, we believe in the promise and joy of all Oakland and Bay Area families, and that the power of play and stories—personal, cultural, and fictional—are a vital part of growing up. You'll also have the opportunity to connect in person with East Bay philanthropists committed to the future of Oakland and get your name in front of tens of thousands of Fairyland families.

Fairyland Families

- Fairyland's key market is composed of families with children aged 0 to 10
- Local residents are a critical constituency that includes all genders, gender identities, orientations, races, and income levels that live within a 35-mile radius of Children's Fairyland on the shores of Lake Merritt.
 - Highest number of attendees come from Oakland, Alameda, Piedmont, Emeryville, and Berkeley
 - Out-of-town visitors are frequent attendees and are predominantly composed of out-of-town members of extended local families
- Because of the 70-plus-year reputation of Fairyland, local residents of all ages—regardless of whether they have elementary school-aged children in their household—have positive perceptions of the park
- Fairyland has approximately 4,500 active member households and 4,000 active donor households
- Between March and December 2021, during a time where COVID-19 capacity and operating restrictions, as well as changes in community behavior, were significant, Fairyland still welcomed over 150,000 visitors through its Fairy Gates