



2023 Gala Committee

Jana Pastena,
Co-Chair

Dawn Newton,
Co-Chair

Karen Dea

Tori Decker

Luana España

Isaac Kos-Read

Ken Maxey

Theresa Nelson

Deborah Van Nest

Sarah Yoell

Children's Fairyland Annual Gala Fundraiser · May 24, 2023

Event Description

Springtime in Oakland brings with it brilliant costumes, joyous laughter, and transformative investment in Oakland and Bay Area families through the annual Children's Fairyland Gala fundraiser! Over 250 guests will celebrate beneath the stars at this magical event specially designed for philanthropic grown-ups.

This year, *Once Upon a Time at Fairyland* returns 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 evening that cannot be missed. Through partnerships with numerous local businesses and sponsorships from community-focused individuals and corporations alike, our goal is to raise a record amount of funds to support access and education programs for all families while investing in local vendors, diverse musicians, and hella Town vibes.

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 stories—personal, cultural, and fictional—and play 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.

Sponsorship Reach

Fairyland Faithful

- Fairyland's key market is composed of families with children aged 1 to 8.
- 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.
 - Highest number of attendees come from Oakland, San Francisco, Berkeley, Alameda, and Richmond*
- Because of the 72-year reputation of Children's 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 3,300 active member households and 850 active donor households
- During our last complete fiscal year (April 1, 2021 through March 31, 2022), despite the continued ups and downs of the COVID-19 pandemic, Fairyland still welcomed over 182,000 visitors through our Fairy Gates
- In 2022, Children's Fairyland expanded our "grown-ups only" offerings from three annual events (*Once Upon a Time at Fairyland*, *Fairyland for Grown-Ups* in partnership with Oaklandish, and *Drawn Together*) to five, which has significantly increased interest from this demographic, which includes members of Gen Z and younger philanthropist from the Millennial generation, through to seasoned philanthropists and long-time Oaklanders.

* Based on online ticketing and on-site credit card data over the past 12 months.



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Marketing Reach

The full marketing plan for *Once Upon a Time at Fairyland 2023* is still in progress and will continue to evolve to take advantage of the best opportunities to showcase this cornerstone event. Event materials on which sponsors can be recognized include, but are not limited to:

In advance:

- Mailed invitations
(print deadline: March 1, 2023)
- Digital invitations
- *The Magic Leaf*, Fairyland's monthly e-newsletter
- *Grown-Ups Only*, Fairyland's new e-newsletter for 21+ events
- Fairyland's social media channels
- Event webpage on Fairyland's website

On site during the event:

- Gala program
(print deadline: May 1, 2023)
- Table signage

Post-Event:

- Press releases
- Annual report

Generally, Fairyland's fundraising event marketing focuses on promotion to our current supporters and their networks, both business and personal. Our gala committee includes:

Jana Pastena, Co-Chair

Chop Bar
Calavera

Dawn Newton, Co-Chair

Donahue Fitzgerald LLP

Karen Dea

Wa Sung Community Service Club

Tori Decker

Downtown Oakland Association

Luana España

Community Affairs Representative

Isaac Kos-Read

Kos Read Group

Ken Maxey

Comcast

Theresa Nelson

Theresa Nelson and Associates

Deborah Van Nest

Philanthropist

Sarah Yoell

Pacific Gas & Electric

In addition, Fairyland's internal network of followers and subscribers includes:

- Children's Fairyland's e-newsletter, *The Magic Leaf*, dedicated emails, and our newest communication, our *Grown-Ups Only* newsletter for 21+ events
 - Over 25,000 total subscribers
- Fairyland's social media channels
 - Over 30,000 followers across Facebook and Instagram
- Children's Fairyland Website
 - Average of 20,000 monthly visitors over the last 12 months