



Once Upon a Time at Fairyland Partner Media Kit

Thank you for being an essential part of **Once Upon a Time at Fairyland**, our 2024 Gala! Your support means the world to us, and together, we're creating magic that touches the hearts of families across Oakland and beyond. This media kit is your gateway to sharing the opportunity to sponsor and attend our gala far and wide. Below, you'll discover everything you need to ignite excitement and rally support for this extraordinary event.

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About Once Upon a Time at Fairyland

Wednesday, May 22 is Fairyland's grandest night of the year—a soiree under the stars exclusively for adults to invest in Fairyland's continuing mission to ignite creativity, confidence, and a love of learning for the next generation. *Once Upon a Time at Fairyland* invites our community to step into a world where every child's imagination knows no bounds, where the possibilities are endless, and the adventures are boundless. Together, we'll raise much-needed funds to ensure every child has access to the park and feels represented by the stories we collectively tell, and we'll invest in the journeys of our story's most important protagonists: Bay Area young people.

This year's theme is Unlock Your Story, where guests will get to choose their experiences at this adventure-themed evening. It's a gathering of brilliant costumes, joyous laughter, delicious dinner, inventive libations, and transformative investment in Oakland and East Bay families.

Date/Time: Wednesday, May 22 from 6:00 p.m. to 10:00 p.m.

Location: Children's Fairyland, 699 Bellevue Ave, Oakland, CA 94610

Description: Full event description can be found at fairyland.org/gala

Brand Integrity Statement:

When representing Children's Fairyland in any capacity, whether through our logo, name, event graphic, or imagery captured at the park, it's crucial to uphold our brand integrity. While our adults-only events encourage revelry and enjoyment, including the indulging in alcoholic beverages, it's imperative to maintain respect for the park's cherished history and values.

By preserving the whimsical spirit of Children's Fairyland, even during adult-themed experiences, we honor our commitment to providing a safe and magical environment for families and children. As stewards of this beloved institution, we remind all participants that our brand cannot be associated with activities or imagery that contradict our core values. We trust our partners to celebrate responsibly and in alignment with the magical charm of our park.

[↓ Download Fairyland and Gala Logos](#)

[↓ Download All Gala Promotional Materials](#)

Sharing on Social Media or in Email

We want to make it effortless for you to share your support and excitement about the Gala. Your generous support deserves recognition, and to aid in that, we've shared sample messaging and designed captivating graphics to highlight your involvement. Join us in sharing the charm of Once Upon a Time at Fairyland across your communications platforms.

Sample Messaging (feel free to edit!):

1. We're excited to be a part of the magic at Once Upon a Time at Fairyland—the park's annual fundraising gala! ✨ Save the date, May 22, for an unforgettable evening of magic and impact. This is a party for a cause. We'll raise funds to ensure all Bay Area children have access to Fairyland and its enrichment programs. Get your tickets to this magnificent soon! Learn more and say yes to attending at [fairyland.org/gala](https://www.fairyland.org/gala).
2. Thrilled to be part of the magic at Once Upon a Time at Fairyland Gala! ✨ Join us on May 22 for an enchanting evening under the stars, supporting creativity, confidence, and learning for the next generation. And a special heads up to everyone: tickets are available now! Don't miss out on the grandest night in Oakland! Learn more and get tickets at [fairyland.org/gala](https://www.fairyland.org/gala).
3. Excited to support Fairyland's mission of igniting imagination and adventure at their Gala this year! 🗝️ Join us on May 22 for a night of brilliant costumes, delicious food, and transformative impact. Every dollar raised directly supports children in our community

having access to Fairyland and its empowering enrichment programs. Let's create magic for Oakland and East Bay families! Learn more and get tickets at fairylan.org/gala.

4. Honored to be a part of Fairyland's grandest night of the year! ✨ Join us at the Once Upon a Time Gala on May 22 as we invest in the dreams of Bay Area youth and ensure every child has access to the wonder of Fairyland. Let's make a difference together! Learn more and get tickets at fairylan.org/gala.
5. Proud to support @fairylan in unlocking the potential of every child! 🌈 Join us on May 22 for Once Upon a Time at Fairland, an unforgettable evening of fun, fundraising, and making a difference in our community. Every dollar raised supports children in our community having access to screen-free, safe, outdoor, imaginative play and enrichment programs at Fairyland. Let's create more magic for Oakland families! Learn more and get tickets at fairylan.org/gala.
6. Exciting news! I'll be at this year's Once Upon a Time at Fairyland Gala on May 22nd! Get ready for an amazing night of costumes, fine dining, and fun under the stars at Fairyland, all for a cause that's close to our hearts: Bay Area young people. And hey, heads up: tickets are available now! Who wants to join me for this magical evening? ✨ Learn more and get tickets at fairylan.org/gala.

Are you an organization composed of members of the business community? You may not necessarily be able to support the Gala as an organization, but can you encourage your members to participate? Then these posts are for you!

1. We are excited to announce the Once Upon a Time at Fairyland Gala on May 22nd! ✨ It's a fantastic opportunity to support the youth in our community. Every dollar raised directly supports children having access to Fairyland and its empowering enrichment programs. Let's show our support and make this magical event a success for the Town! ✨ Sponsorship and single tickets are available at fairylan.org/gala. #OakProud #ChildrensFairyland #FairylandGala
2. We're excited to announce the Once Upon a Time at Fairyland Gala on May 22nd—an event your organization won't want to miss! Join Fairyland for a night of enchantment under the stars, supporting our community's youth and their access to invaluable programs. Let's come together to ensure every Bay Area child can experience the wonder of Fairyland. Let's spread the word and make a meaningful impact as a united business community. Sponsorship and single tickets are available at fairylan.org/gala.

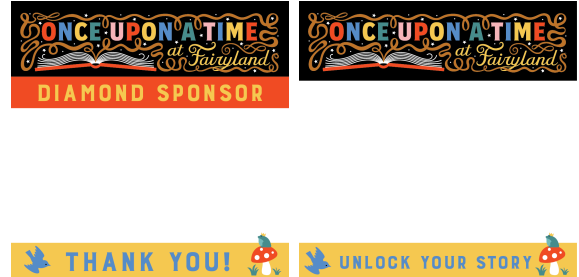
Digital Graphics:

Download these graphics for social media or email! [Here](#) is a link to the file folder.

Option 1: Full Graphics



Option 2: Frame Templates



Please credit the artist, Nora Aoyagi: [@nora_aoyagi](#)

Photos:

Are you a “photo-only” channel? No problem! [Here](#) is a link to photos from previous years.

Fairyland’s Social Media Handle:

- Instagram: [@fairylandca](#)
- Facebook: [@ChildrensFairyland](#)

Sample Hashtags:

#ChildrensFairyland #Oakland #OnceUponaTimeGala #UnlockYourStory #FairylandGala