Brandcraft

PARTNER INFORMATION

THE BRANDCRAFT CHRISTMAS EVENT

Christmas *for All*

Celebrate. Connect. Give. Create memories.

DATES

December 20–21, 2026
Anchorage, Alaska

VENUE

Dena'ina Civic and Convention Center,
proposed venue, subject to confirmation

01 · THE EVENT

Two days in *December.*

Christmas for All is produced by BrandCraft in Anchorage, Alaska. Each day is built around the people it welcomes.

DAY ONE

Children & families

Children, including children with disabilities, with their families.

DAY TWO

Seniors & adults

Seniors and adults from every background, veterans included.

What happens

Lights, music, games, Santa's cabin, a market, a stage with a tree lighting, and gifts. Every child and senior who comes goes home with a gift.

Accessibility

Designed in from the first plan: step-free access, accessible restrooms, a quiet room, seating throughout, reserved viewing for the tree lighting.

WHERE

Dena'ina Civic and Convention Center, proposed venue, subject to confirmation

WHEN

December 20–21, 2026
Two days

TICKETS

Ticket information announced soon.

02 · WHY WE EXIST

“To create an inclusive Christmas experience where every child, including children with disabilities, and every senior can experience the joy, warmth and magic of Christmas, regardless of ability, age or circumstance.”

A community brought together, so that no one feels left out at Christmas.

OUR MISSION

To plan thoughtful events and the campaigns that bring people to them.

Idea, details, audience: one team owns all three, from the first plan to event day.

We say what is true.

Dates, venue, money and what you get, stated plainly and updated when they change.

No one left out.

Access is designed in from the first plan: step-free, a quiet room, seating, reserved viewing.

Every detail owned.

Every vendor, timing and backup plan has a name next to it before the day.

BrandCraft is an event planning company based in Anchorage, Alaska. We plan events and the campaigns that bring people to them: private, corporate and community. BrandCraft is a company, not a charity.

03 · THE THREE LEVELS

Choose your partnership

Three levels, available non-exclusively. Choose the benefits that fit your business.

PLATINUM PARTNERSHIP — $15,000

The headline level.

- **Premium booth or sponsored table at the entrance, both days**
- **15 minutes on stage to address the audience**
- **Radio advert in the run-up to the event**
- **Newspaper feature**
- **Featured on the website and named on the home page**
- **Dedicated posts on our social media page**
- **The largest banners: main stage, entrance and the tree**
- **A dedicated photo set and feature in the thank-you afterwards**

DIAMOND PARTNERSHIP — $10,000

A booth, newspaper mention and partner recognition.

- A booth on both days
- **Newspaper mention**
- Posts on our social media page
- **Logo on the flyers and posters**
- Logo on the partners section of the website and the partner banner
- **Thanked from the stage, with photos of your booth afterwards**

GOLD PARTNERSHIP — $4,000

A booth and community visibility.

- A booth on both days
- Posts on our social media page
- Logo on the flyers
- Logo on the partners section of the website and the partner banner
- Thanked from the stage and named afterwards

Something else

Multi-year partnerships, a sponsored performance or segment, giveaways at your booth.

04 · WHAT EACH LEVEL GETS

Compare the levels

Booth, media coverage and recognition, side by side. Each level is available non-exclusively.

What you get	Gold $4,000	Diamond $10,000	Platinum $15,000
Booth	A booth on both days	A booth on both days	**Premium booth or sponsored table at the entrance, both days**
Stage	Thanked from the stage	Thanked from the stage	**15 minutes to address the audience**
Radio	Not included	Not included	**Radio advert in the run-up**
Newspaper	Not included	**Mention**	**Feature**
Flyers and posters	Logo on the flyers	**Logo on the flyers and posters**	**Logo on every flyer, poster and press piece**
Social media	Posts on our page	Posts on our page	**Dedicated posts**
Website	Logo on the partners section	Logo on the partners section	**Featured, and named on the home page**
Banners	Logo on the shared partner banner	Logo on the shared partner banner	**The largest banners: main stage, entrance and the tree**
Photos	Event photos to use afterwards	**Photos of your booth**	**A dedicated photo set of your brand at the event**
Thank-you	Named afterwards	**Named with your logo afterwards**	**A dedicated feature afterwards**

Every level can be shaped to fit. Ask us.

05 · HOW IT WORKS

Six steps, *start to finish*

1	Reach out	Email contact@brandcraftstrategy.net, use the form at brandcraftstrategy.net/partner, or ask us to come and see you. Tell us the level you are thinking about, or just what you want to be known for.
2	A conversation	We walk you through the plan for both days, the run-of-show, the confirmed vendors, and the campaign schedule. We answer everything not covered here.
3	A written agreement	Your level, what you get, and the terms, in writing. If the event does not take place, your partnership is refunded in full.
4	We build it	Send your logo and tell us who is coming to the booth and the stage. We handle the design, the printing, the radio, the schedule and the day itself.
5	The event	Two days in front of the whole community, with your booth and your name where you chose it.
6	The thank-you	Named in everything we share afterwards, and a summary of what came in and where it went.

06 · OTHER WAYS TO TAKE PART

Give gifts

Every child and senior goes home with a gift. Businesses can supply those gifts directly, instead of or alongside a partnership. We arrange pickup, thank you on the day, and name you as a gift partner afterwards.

Give online

Individuals and families can give at brandcraftstrategy.net/give. Every gift goes into running the event, and every giver is thanked.

BrandCraft is a company, not a charity, so contributions are not tax-deductible.

Plan an event with us

Corporate and brand events, community and cultural gatherings, private celebrations, and the campaigns that bring people to them.

GIFTS FOR CHILDREN
Toys, games, books, art supplies, warm hats and gloves

GIFTS FOR SENIORS
Blankets, care packages, warm clothing, books, gift cards

FOR BOTH
Wrapped gifts in bulk, gift cards, or a product your brand makes

WHAT CLIENTS SAY ★★★★★

"The team was professional, creative, organized, and attentive to every detail. They brought my vision to life and created a beautiful Christmas celebration that my guests truly enjoyed."

Rose Baye · Christmas party

"Every detail was thoughtfully handled, allowing me to relax and enjoy the event with my guests. Everything came together beautifully, and the experience exceeded my expectations."

Susan · Private celebration

"Brandcraft helped us create a memorable celebration that our guests truly enjoyed. We would gladly recommend them for corporate and private events."

Brandton · Company end-of-year party

07 · STRAIGHT ANSWERS

How do I know the event will happen?

December 20–21, 2026. Dena'ina Civic and Convention Center, proposed venue, subject to confirmation. You see the plan and vendors as confirmed. If the event does not take place, your partnership is refunded in full.

Where does the money go?

Into the event: venue, stage and lights, Santa's cabin, the market, the games, the gifts, and the radio campaign. After the event, every partner gets a summary of what came in and where it went.

Will anyone actually see my business?

A booth on both days and recognition for your business. Media coverage, stage time and other benefits depend on your level. The comparison grid shows what each includes.

Is my partnership tax-deductible?

No. BrandCraft is a company, not a charity. A partnership is a marketing purchase, invoiced like any other advertising.

How much of my time will this take?

Sign, send your logo, tell us who is coming to the booth. We handle the rest.

Who is behind this?

BrandCraft, an event planning company in Anchorage, Alaska. Glad to meet in person and walk you through the plan.

Put your name *on the event.*

contact@brandcraftstrategy.net

brandcraftstrategy.net/partner

We reply within two working days. Anchorage, Alaska.

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