

SHOPPING EXTRAVAGANZA

Dear Charity Partner:

You shop, everyone wins! Citadel Outlets would like to invite your charity to **apply for the 14th Annual Shopping Extravaganza on Saturday, September 21, 2019!**

Shopping Extravaganza is a one-day, ultimate shopping experience in which ticket holders receive exclusive discounts to over 80 stores, a catered lunch, wine tasting, live entertainment and opportunities to win over \$90,000 in retailer gift cards and prizes – all while benefitting your organization. Past Shopping Extravaganzas attracted over 4,000 participants, delivering over **\$100,000 for participating charities in just one day!**

Each year, Citadel Outlets seeks new charity partners to participate in Shopping Extravaganza, and welcome applications from organizations in the arts/cultural, institutions, community service, education, sports, environmental, animal and health fields.

How can your organization benefit from Shopping Extravaganza?

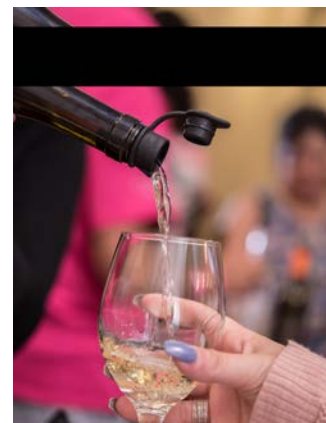
- No cost to participate!
- Charities receive \$25 for every \$35 ticket sold!
- Free publicity to the local community!
- Website and social media inclusion!
- Exclusive #citaDEALS for LA style and outlet savings!
- Opportunity to receive an additional donation from day-of prize drawing ticket sales!

Citadel Outlets will provide promotional materials to assist with ticket sales and offer a training session sharing best practices on selling tickets. In return, we ask each charity to have *at least* 100 guests attend, raising over \$2,500 for your cause.

To apply for the 14th Annual Shopping Extravaganza:

- Submit attached application to marketing@citadeloutlets.com by **May 17, 2019;**
- Include proof of non-profit status and/or Articles of Incorporation;
- Include W-9 form;
- Include a high-res charity logo (PDF or JPG format; 300 DPI).

We look forward to the opportunity to collaborate with you in making the 14th Annual Shopping Extravaganza a successful event.



- 14TH ANNUAL -
**SHOPPING
EXTRAVAGANZA**

Shopping Extravaganza Application—DUE MAY 17, 2019

Contact Information

Name of Charity _____

Address _____

City _____ State _____ Zip _____

Website _____

Primary Contact _____

Title _____

Phone _____ E-mail _____

Event Day Contact Information Same as primary contact

Event Day Contact _____

Title _____

Phone _____ E-mail _____

Charity Information

What is the mission of your charity?

How do you plan on using the funds?

Who is your target audience?

How would you promote the sale of Shopping Extravaganza?

Does your charity use Social Media? YES NO

Social Media Handle (Facebook, Instagram, SnapChat, Twitter) _____

Will your charity be able to recruit at least six (6) volunteers for day of support? YES NO

Application Checklist

Completed Application High-res charity logo (PDF or JPG format; 300 DPI)

Proof of non-profit status and/or Articles of Incorporation Submit to Marketing@CitadelOutlets.com

W-9

Citadel Outlets | 100 Citadel Drive, Suite 480 | Los Angeles, CA 90040