

15TH ANNUAL

SHOPPING EXTRAVAGANZA

Dear Charity Partner:

You shop, everyone wins! Citadel Outlets would like to invite your charity to **apply for the 15th Annual Shopping Extravaganza on Saturday, September 19, 2020!**

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?

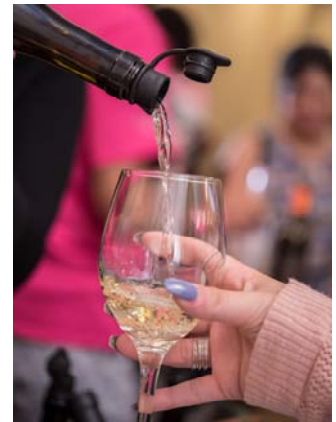
- No cost to participate!
- Charities receive \$25 for every \$35 ticket sold!
- Free publicity to the local community!
- Website and social media inclusion!
- Exclusive #citaDEALS for LA style and outlet savings!
- Opportunity to receive an additional donation from day-of prize drawing ticket sales!

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 15th Annual Shopping Extravaganza:

- Submit attached application to rmartindelcampo@citadeloutlets.com by **APRIL 30, 2020**;
- 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 15th Annual Shopping Extravaganza a successful event.



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EXTRAVAGANZA**

Shopping Extravaganza Application—DUE APRIL 30, 2020

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, Twitter) _____

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

Application Checklist

- Completed Application
- Proof of non-profit status and/or Articles of Incorporation
- W-9
- High-res charity logo (PDF or JPG format; 300 DPI)
- Submit to Marketing@CitadelOutlets.com

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