

SHOPPING EXTRAVAGANZA

SATURDAY, SEPTEMBER 28, 2024

History of Shopping Extravaganza

This spectacular day of shopping was created by our Outlet Center developer in 1990, Craig Realty Group. The first Shop Ex was at the Cabazon Outlet Center and after 31 years, this event has raised over \$4 million across nine of our Craig Realty Group properties.

Shopping Extravaganza 2023 was a great success!

- 800+ tickets were sold
- 15+ non-profit organizations participated
- \$40,631 total amount fundraised
- \$24,011 was collected through the purchase of \$5 prize drawing ticket sales at Shop Ex

We hope to raise \$50,000 – \$60,000 in total to support local non-profits in 2024!

What is Shopping Extravaganza?

This event is a non-profit fundraiser hosted at Outlets at Castle Rock that includes a day of shopping, catered lunch, wine tasting, entertainment, and most importantly the opportunity to win over \$60,000 in prizes! People LOVE coming to this event because they know they will walk away winning something great. This is an all-day event starting at 10 AM and ending at 4 PM (non-profits are not required to be at the event the entire time).

Event Ticket Sales

All ticket sales are done online via Eventbrite.com. This is the only place ticket sales are available as we have to closely track the sales of each organization. The key to a well-attended and profitable event is when non-profits sell tickets to the event! The more tickets you sell, the more your organization will make.

- Tickets are \$30 per person (\$33.46 including fees)
- \$20 of each ticket goes back to your organization
 - Each ticket includes the following: Exclusive discounts, 2 prize drawing tickets, 2 grand prize tickets, a private lunch, wine tasting, and entertainment.

When selling tickets, make sure the person purchasing the ticket selects your non-profit. They can visit our website outletsatcastlerock.com/events or go to Eventbrite directly to purchase tickets.

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Prize Drawing Tickets

Prize Drawing Tickets are separate from Event Tickets. Guests will automatically receive two (2) Prize Drawing Tickets and can purchase additional Tickets for \$5.00 each during the event to increase their chances of winning. Each Non-profit is encouraged to sell 75 minimum Event tickets; If Non-Profits exceed 75 Check-ins on event day, that non-profit will qualify to earn a percentage from the Prize Drawing Ticket money.

What are prize drawings and why do they matter?

We mentioned this earlier but prize drawings are one of the reasons why people attend the event. They know they can win big! Prize drawings tickets are \$5 each and there is no limit on how many someone can buy. The prize drawing ticket comes with the chance to win a \$25 gift card from one of the Outlet stores or an Outlets at Castle Rock gift card which can be used anywhere! We encourage ticket holders to purchase at least 5 prize drawing tickets for two main reasons:

1. It increases your chances of winning.
2. This money goes directly back to non-profits who qualify from check-ins.

To give some perspective, we've had non-profits receive as much as \$11,500 from prize drawing ticket sales alone! That is why it is so important to sell tickets and have check-ins at the day of the event.

Key details to being successful

- SELL TICKETS! Get started on this ASAP.
- Make sure ticket holders attend the event so they count as a check-in.
- Encourage ticket holders to purchase prize drawing tickets.
- Have sufficient volunteers to help on the day of the event.

How Outlets at Castle Rock can help YOU!

We want to support YOU and assist with Ticket Sales. Outlets at Castle Rock has many resources that will help you sell tickets. Below are a couple of examples of how we can help.

- Media Kit (Sent to all Non-Profits Participating) – This will have a link to social media content, creative, branded content, images from previous events & more!
- FREE Posters & Flyers printed
- Social Media Posting – We will be sharing posts about this event and re-posting your content!
- Email Blasts – We can / will add a short section about your non-profit on our Email Campaigns.
- On-site Booth – Schedule a time where you and your team can set up a booth at The Outlets to increase exposure and ticket sales to our customers.

TICKETS! www.outletsatcastlerock.com

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EXTRAVAGANZA**

General

Name: _____

Street Address: _____

Mailing Address (if different): _____

Phone number: _____

URL: _____

Cities/Counties/Areas Served: _____

Mission Statement: _____

Organizational Reach

of Paid Staff Members: _____ # of Active Volunteers: _____

of Email Subscribers: _____ Event Calendar URL: _____

Instagram Username & # of followers: _____

Facebook URL & # of followers: _____

Contact Information

Primary Contact

Name: _____

Title: _____

Primary Phone: _____

Email: _____

Event Day Contact ☐ same as primary

Name: _____

Title: _____

Primary Phone: _____

Email: _____

Have you ever participated in Shopping Extravaganza before? ☐ Yes ☐ No

If so, when? _____

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What is Shopping Extravaganza?

Shopping Extravaganza is a one-day, ultimate shopping experience in which ticket holders receive exclusive discounts at many of our retail stores, a catered lunch, live entertainment and opportunities to win \$25 retailer gift cards and prizes – all while benefiting local charities! Supporters of participating charities typically make up the bulk of ticket sales. Tickets are purchased online only through Eventbrite. OCR's website also has a link to purchase tickets.

When is the event?

Shopping Extravaganza will be held on Saturday, September 28, 2024.

What time is the event?

10 AM – 4 PM

How much does each ticket cost?

\$30 each, with \$20 from every ticket sold going back to the charity. Purchasers may select from the list of participating charities which organization their purchase will benefit.

There is no limit to ticket purchases by anyone; however, each ticket requires a different person to check in to be counted toward the 75 minimum attendees (ie, one person cannot check in 5 times if they bought 5 tickets, only one check-in per person). Any charity having 75 or more attendees checking in is eligible to receive a portion of the prize drawing ticket sales (see below).

The above are the two ways charities make money at this event. We issue checks once all sales are totaled and accounted for.

What is included with each ticket?

Special discounts good only for Shop Ex day, Catered Lunch, Wine Tasting, Musical entertainment, 1 grand prize ticket (about 15-20 grand prizes are donated by our stores and/or purchased at our stores), and 1 FREE prize ticket for prize drawings throughout the day.

Can I purchase a day-of ticket?

Yes! We will be selling day-of Shopping Extravaganza Tickets at the Check-In Tent for \$40. This includes the \$4 Eventbrite fee. Day-of purchasers will still select the charity they wish to support.

Can I purchase more prize drawing tickets?

Please buy A LOT of prize drawing tickets! These will be available to purchase day of event only for \$5 each. ALL prize drawing ticket sales \$ goes back to organizations who have a minimum of 75 event ticket purchasers attend and check in at the event (after credit card fee deductions). The more you buy, the more you win!

Will there be wine tasting?

Each ticket includes two tastings of wine. Must be 21+ to enter the tasting tent. Absolutely no exceptions, no children permitted even if accompanied by a parent. Hosted by the Shop Ex charity pulling liquor license.

How many glasses of wine do participants receive with their ticket?

Each 21+ years of age participant receives 2 taste sizes glasses of wine

Can I purchase additional wine tastings?

No. Participants are limited to two taste-size glasses of wine regardless of the amount of tickets purchased.

If I purchase additional Shopping Extravaganza event tickets, can I use those wine tasting tickets as well?

No. The limit is two wine-tasting glasses per 21+ years of age participant regardless of purchase.

How many stores provide a discount?

While we're still compiling discounts for this year's event, typically 30+ stores participate with discounts exclusive to Shopping Extravaganza ticket holders.

When are Prize Drawings?

Tickets will be collected at 11 AM, 1 PM, and 3 PM. The winning tickets will be announced at 12 PM, 2 PM, and 4 PM. Winning tickets must be redeemed by 6 PM at the event, no exceptions.

Do I have to check-in?

Yes, you need to check in to receive your Shopping Extravaganza event program and event wristband. Additionally, organizations that have at least 75 check-ins will receive a portion of the prize drawing proceeds, so checking in will help ensure they achieve their goal!

Is there food included with the ticket?

Yes! Each event attendee will receive a free catered lunch from In N Out Burger.

What is the schedule for the day?

Registration and Check-in: From 10 AM – 3 PM

Catered Lunch: In N Out Burger: 11 AM – 2 PM

Wine Tasting: 1 PM – 4 PM

Prize Drawing Tent: 10 AM – 6 PM

When will the Grand Prize winner be announced?

Grand Prize winners will be drawn on September 28th at 5 PM at the Grand Finale Prize Tent.

Winners will be called out and must be present to win.

Outlets
at **Castle Rock**
Your Outlet for Life

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Next Steps

Applications Due	Monday, July 8, 2024
ShopEx Informational Zoom Meeting	Thursday, July 11, 2024
Shopping Extravaganza Event	Saturday, September 28, 2024 10:00 am - 4:00 pm

Please complete your application by Monday, July 8, 2024 and email to Madeleine Simon, msimon@outletsatcastlerock.com .

Please include the following documents with your completed application:

- Proof of your nonprofit status and/or Articles of Incorporation (IRS 501c3 letter)
- W-9 form for your organization
- Any brand images (logos) & guidelines (logos, color schemes, etc)