



Christmas Experience 2025

Will you join our mission
to bring hope and joy
this Christmas?



Who are we?

Our Charity Mission:

To reverse poverty for families and vulnerable people using education, relationships and practical help to bring life-transforming help, hope and joy.

This year has been our toughest ever.

Spiralling employment costs, historic energy bills, price increases, and less grant funding and donations to go around than ever has left us in a precarious financial situation facing an unknown future.

Despite this, we are still:

- Helping children to thrive
- Keeping families together
- Making our community healthier
- Breaking generational cycles of poverty
- Saving and transforming lives



The opportunity

This Christmas we have been granted a unique opportunity to bring hope and joy to thousands of families, and help change the bleak story of 2025 for Hidden Treasure Trust!

Free use of
brand-new
warehouse over
the Christmas
season



Top ex-events
company's
warehouse worth
of Christmas
decorations



Chance to use our
expertise to create a
unique, affordable and
special Christmas
experience for families
through December
2025.

The Hideaway

The concept

Many Christmas events look very similar with grotto's, insta-worthy photo opportunities, craft activities and letters to Santa.

But what if you could do all of that and more, AND help children get excited to bring hope and joy to others this Christmas?

That's what we're aiming for.

8 fabulous themed zones with photo ops and fun activities PLUS related activities to help families bring hope to others.



The Hideaway

The Zones



Children can enter our magical gingerbread house, and decorate biscuits for a neighbour.

Families can bling up a Grinch's stolen gift sack, and fill it with gifts as a 'blessing bag' for the homeless in our city.



- Frozen/Ice Palace
- The Grinch
- Narnia
- The Nativity
- Santas Grotto
- Gingerbread House
- Toy Workshop/Lego House
- North Pole

The Hideaway



Special
events with
Santa himself

What else
will there
be?



Food & drink



Small gift
shop



VR Sleigh
ride



Costumes,
characters
and crafts!

The Hideaway

Can you help?

Each of our zones need sponsorship. Whether it's finishing touches, providing resources for activities or making the experience even better, we need your help!



£1000

Sponsor a whole
zone



£500

Sponsor our giving
tree



£800

Sponsor our
Christmas cafe



£500

Sponsor our VR
sleighride!

The Hideaway

Can you help?

Other sponsorship opportunities include:



£400

Father Christmas
(gifts!)



£600

Eye-catching
Signage!



£800

Kids gift bags



£3000

Main event
sponsor

As well as our heartfelt appreciation, sponsorship packages include:

- Large clear signage by your area of sponsorship (to be seen by thousands of local people)
- Logo and thanks on home page of website, socials and any PR
- Logo's on tickets, printed bags etc
- Chance to include leaflets or giveaways in visitor bags (over 12,000 visitors expected)
- 2 x free family tickets to give away to staff or as a promotion
- Tickets to VIP 'preview' evening

As an added bonus for all sponsors:

- All sponsored items will be bought, meaning they can be re-used later
- The better the experience, the more visitors will enjoy it and consequently raise more money for the charity overall
- Sponsorship is a legitimate company expense and therefore tax deductible
- A warm fuzzy feeling all year long!



What's next?

To support the event, please get in touch asap.
Thank you.

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www.hiddentreasuretrust.com

The Hideaway and Hope Centre are part of Hidden Treasure Trust CIO,
a local charity registered in England and Wales 1200251