



the honeycomb project

Holiday Cheer Challenge

SUNDAY, DECEMBER 8
2 pm – 5 pm | Downtown Chicago

Celebrate the giving season with service! Back by popular demand, The Honeycomb Project will host the 4th Annual *Holiday Cheer Challenge* on Sunday, December 8th, 2024. This holiday scavenger hunt infuses “giving back” with an unforgettable winter adventure – sending Chicagoans of all ages on race around downtown, performing tasks to spread kindness and cheer while raising vital funds to fuel Honeycomb’s year-round programs. Teams of families, adults, corporate groups...all are welcome!

ABOUT US

For more than a decade, The Honeycomb Project has served as Chicago’s go-to organization for family volunteering and philanthropy. Kids ages 3-17 discover their power to shape the future through immersive programs that provide vital resources and support to 50+ local nonprofits. Our projects address critical issues such as food insecurity, housing, environmental conservation, social justice, and public health, helping families learn about global issues and take action locally in their own communities.

WHY NOW?

Over the past few years, most Chicago’s nonprofits faced a surge in demand for their services. Honeycomb has been a reliable partner, providing dedicated volunteers, in-kind donations, and staff support to help these nonprofits further their missions.

To address this growing need for Honeycomb programs, we need to expand out programs. From preparing home-cooked meals at shelters, to growing fresh vegetables at city farms, to reducing food waste by restocking community fridges, your support of our programs will go a long way. Together, we will instill empathy, civic action, and social awareness in young leaders – building a stronger Chicago for generations to come.

CHALLENGE FORMAT

The fun kicks off on Thanksgiving (November 28th) with a host of extra-credit missions. Teams will earn early points by participating in community-based volunteer projects such as making holiday cards for veterans, packing healthy meals for local pantries, or donating gifts to families in need. Then on Sunday, December 8th, participants will convene in downtown Chicago under the twinkling holiday lights on Magnificent Mile for the main event.

Guests will sip warm holiday drinks and sample tasty treats at the InterContinental Hotel. Teams of 4-6 will race around downtown Chicago to see who can complete the most tasks that make others smile: caroling at Cloud Gate, giving “thank you” notes to city workers, staging scenes from the Nutcracker...the list goes on! Folks at home can follow the fun on social media with live updates from the field. We expect a sold-out event of 250+ participants and hundreds more tuning into our live feed of the event, so secure your sponsorship today!



AN UNFORGETTABLE EVENT

The Holiday Cheer Challenge is a unique holiday event allowing families to celebrate the season with service. Your sponsorship not helps fuel Honeycomb's volunteer programs, inspiring kids across Chicago to give back every month of the year.



VISIBILITY

Introduce your brand to values-aligned families and groups through repeat recognition, media exposure, and product placement.



ENGAGEMENT

Create custom brand experiences and engagement to deepen your connection with employees and new audiences.



IMPACT

Support Honeycomb's family-centered volunteer programs and make a tangible, lasting impact in Chicago's neighborhoods.



TEAMBUILDING

Discover new ways to energize your team and connect IRL through volunteer projects, supply drives, and holiday activations.

HONEYCOMB VOLUNTEER PROFILE

In 2023, Honeycomb mobilized over **4,000 volunteers** in meaningful acts of service. Honeycomb families came from 88% of Chicago zip codes; in addition, 61 suburban zip codes were represented. 45% of Honeycomb volunteers identify as multi-racial or people of color. 60% of volunteers identify as female, 39% identify as male, and 1% non-binary. Our online volunteer resource **Honeycomb at Home** has been accessed by 2,500+ youth, parents, and educators from across the U.S.

17% of youth who participate in Honeycomb programs were in the 6-8 age group, with an additional 31% in the 9-11 age group. The number of teens ages 12-17 has grown in recent years as many children continue to grow their leadership with Honeycomb. Teens now represent 43% of youth participants.

"The Holiday Cheer Challenge instantly bonded my team of adult friends. We danced, sang, and spread kindness and love across Chicago." – Harel and Danielle Deutsch

BOARD OF DIRECTORS

Meagan Newman – Chief Operating Officer, Bartlit Beck LLP (Board President)

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Kristina Lowenstein – Co-Founder and Executive Director, The Honeycomb Project





















Gabrielle Martinez – Co-Founder and Managing Partner, EA Collective

Jeffrey Sorensen – Partner, PwC



SPONSORSHIP PACKAGES

Honeycomb's Holiday Cheer Challenge sponsorship opportunities are as curated as our volunteer opportunities, designed to help you connect with our community and give back during the holiday season. Honeycomb sponsors also enjoy year-round benefits – making it easy for you to make a lasting impact in Chicago.

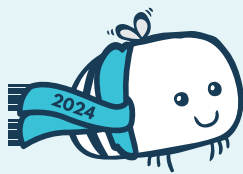
	HONEY BEE \$1,000	QUEEN BEE \$2,500	BEEKEEPER \$5,000	HIVE BUILDER \$10,000
 <p>TEAM BUILDING Engage your family/friends/employees in a fun team building event</p> <p>Early registration for Honeycomb programs, making it easy for your team to volunteer all year long!</p>	<p>One (1) team for up to 6 participants</p> <p>10 volunteers</p>	<p>Two (2) teams for up to 12 participants</p> <p>25 volunteers (or one group project for 25)</p>	<p>Three (3) teams for up to 18 participants</p> <p>50 volunteers (or one group project for 50)</p>	<p>Five (5) teams for up to 30 participants</p> <p>100 volunteers (or two group projects for 50)</p>
 <p>ENGAGEMENT Live feed and photo/video files of your team. Post across your social platforms!</p> <p>Co-created logo/name branded challenge at the live event</p> <p>VIP table ensuring a premier experience and “home base” for your team</p> <p>Ready to share! Professionally edited :15 video for your team customized with your branding, photos, and videos from the event</p>		 	  	   
 <p>VISIBILITY Receive repeat logo/name recognition (signage, digital + print promotions)</p> <p>Co-created social media post</p> <p>Recognition from the podium during the event</p> <p>NEW! Branded volunteer activity station at the event featuring your product/brand (flower arranging, card making, snack assembly and more!)</p> <p>Live social media update presented by a Honeycomb Youth Media Correspondent</p>	<p>Event</p>	<p>+ Website</p> 	<p>+ Monthly Newsletter (8K+ Chicago-area families)</p>  	<p>All Channels</p>    



IMPACT

Your sponsorship at every level provides FREE PROGRAMS in partnership with 50+ local organizations for kids across the Chicago region. See how your dollars make a difference:

- **\$1,000: Fund 2 HEALTH & WELLNESS projects** to show care and support for hospital patients
- **\$2,500: Fund 5 HOUSING projects** to provide basic living essentials to families experiencing homelessness
- **\$5,000: Fund 8 FOOD INSECURITY projects** to provide fresh and healthy meals to families in need
- **\$10,000: Launch a year of NEW programs! Fund 12 ENVIRONMENT projects** helping kids learn about local conservation efforts



SPONSORSHIP FORM

SELECT A SPONSORSHIP LEVEL

HONEY BEE	\$1,000	<input type="radio"/>	QUEEN BEE	\$2,500	<input type="radio"/>
BEEKEEPER	\$5,000	<input type="radio"/>	HIVE BUILDER	\$10,000	<input type="radio"/>

COMPANY/FAMILY NAME

ADDRESS

CITY **STATE** **ZIP**

CONTACT NAME

PHONE **EMAIL**

How would you like to be recognized on event materials?

PLEASE MAKE CHECKS PAYABLE TO THE HONEYCOMB PROJECT

Mail all checks to:
THE HONEYCOMB PROJECT
1030 NORTH MILWAUKEE AVENUE, #303
CHICAGO, ILLINOIS 60642



Donate and Learn More
Questions? Contact us at kristina@thehoneycombproject.org

