



Program Proposal Form

Program Title/Name:	Breakfast with Santa		
Program Date(s):	12/20/2025	Program Hours:	9a-11a
Program Location:	Willard Community Building		
Brief Description of Program/Elements/ WOW Factors:	<p>Program: Festive breakfast event with Santa Claus.</p> <p>Elements: Breakfast served, holiday music, crafts, and Santa meet-and-greet with photos.</p> <p>Wow Factors: Kids share wishes with Santa, festive photo booth, and keepsake holiday photos.</p>		
Brochure Description:	<p>Start your holiday season with a festive breakfast with Santa!</p> <p>Enjoy a festive morning of delicious breakfast, holiday music, and crafts.</p> <p>Kids can share their Christmas wishes and get a photo with Santa.</p> <p>Fun for the whole family to create joyful memories together.</p> <p>Join us for laughter, treats, and holiday cheer!</p> <p>Reserve your spot today and make this season unforgettable!</p>		
Minimum Number:	15	Goal:	50
Max:	100		
Registration Opens:	12/1/2025		
Marketing Plans/Needs/Requests:	<p>Create promotional materials for Breakfast with Santa event</p> <p>Highlight family-friendly theme and Santa meet-and-greet</p> <p>Use festive imagery and emphasize limited spots</p> <p>Promote via social media, flyers, and email outreach</p>		
Maintenance Requests/Public Work Requests:	<p>Set up tables and chairs for family-style seating</p> <p>Arrange a photo area with festive backdrop for Santa</p> <p>Set up craft/activity stations for kids</p> <p>Ensure serving tables are ready for breakfast setup</p> <p>Decorate with holiday-themed items (trees, lights, etc.)</p> <p>Complete setup by [insert date/time] before the event</p>		
Partners/Sponsors:	Caseys, Darla's Diner, Apple Market		
STAFFING INFORMATION			
Position	Task(s)	Estimated Hours	
Spec Events	meet and greet, collect donations, set up space	3	
Spec Events	schedule santa, order supplies, final decorate	3	
seasonal	help with craft	3	
seasonal	help with craft	3	



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ESTIMATED REVENUE				ACTUAL REVENUE		
Income Description	Fee	Estimated Number	Total Estimate	Actual Fees	Total Number	Total Income
Ticket per person	\$ 15.00	25	\$ 375.00	\$ 25.00	150	\$ 3,750.00
Sponsorships	\$ -		\$ -	\$ 100.00	1	\$ 100.00
	\$ -		\$ -			\$ -
	\$ -		\$ -			\$ -
Total Estimated Revenue:			\$ 375.00	Total Revenue:		\$ 3,850.00

ESTIMATED EXPENSES				ACTUAL EXPENSES		
Expense Description	Quantity	Cost	Total Estimate	Actual Quantity	Actual Cost	Total Expense
Supplies	10	\$ 3.00	\$ 30.00	20	\$ 5.00	\$ 100.00
Breakfast	1	\$ 2,000.00	\$ 2,000.00	1	\$ 2,000.00	\$ 2,000.00
Staffing	12	\$ 20.00	\$ 240.00	12	\$ 20.00	\$ 240.00
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Total Estimated Expenses:			\$ 2,270.00	Total Expenses		\$ 2,340.00

Estimated Net Income: \$ (1,895.00)

Net Income: \$ 1,510.00

Program Evaluation (narrative)