

# 2024 Christkindlmarket Des Moines

## Nonprofit Partnership Program



### ABOUT CHRISTKINDLMARKET DES MOINES

Christkindlmarket Des Moines (CDM) 2024  
Thursday, December 5, 2024 – 11am – 5pm  
Friday, December 6, 2024 – 11am – 9pm  
Saturday, December 7, 2024 – 11am – 9pm  
Sunday, December 8, 2024 – 11am – 5pm

In 2023, total CDM attendance was 80,000 with 20,000 average daily visitors. Since the first festival in 2016, CDM has grown to become the second largest festival of its kind in the U.S. based on average daily attendance.



Location: Principal Park, North Lot, Downtown Des Moines  
Volunteer Parking is located on the north side of the Main Lot

Entry: FREE

#### Features

- 45 hand-selected vendors
- KinderKorner presented by MidAmerican Energy Company with children's activities.
- Live music in a heated entertainment tent (Yuletide Hall)
- Trees decorated by regional non-profits available in silent auction.
- Opening ceremony and tree lighting featuring Christkind and St. Nikolas on Friday night

### Partnership Opportunities

<b>Beverages (4 Points of Sale Available)</b>
<b>Sell Glühwein and Kinderpunsch</b>

#### PRE-FESTIVAL

1. Create all volunteer schedules and shifts including at least fifteen (15) minutes before the shift begins. Shifts can be as long or as short as you like.
2. Fully staff all hours selected with 4 individuals.
3. Provide overall main contact and all shift leaders cell numbers to CDM Leadership.

#### DURING FESTIVAL

1. Sell product. Nonprofit may sell only products provided by the Festival.
2. General clean-up of space, unboxing product, preparing product to be sold.
3. Removal of trash and debris to appropriate areas.
4. Cash management and the taking of electronic payments via POS system (provided).

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CDM Management will:

1. Set up tables and Point of Sale.
2. Manage stock levels.
3. Organize product for the next day.
4. Manage cash, removing excess cash and providing change.

### THE PARTNERSHIP

1. Nonprofit partners can choose the following partnership levels and receive the associated donation from the Iowa European Cultural Connection (IECC), the non-profit that produce CDM:
  - a. Thursday, December 5 and Friday, December 6, 2024 | \$500 donation
  - b. Saturday, December 7 and Sunday, December 8, 2024 | \$500 donation
  - c. Thursday, December 5 – Sunday, December 8, 2024 | \$1000 donation
2. Nonprofit partners will be provided with
  - a. A hyperlinked listing on our website as a nonprofit partner with the date, times and location of your volunteering
  - b. Social media promotion of our partnership
  - c. Individual blog post announcing/publicizing our partnership
3. While volunteering the nonprofit may place their tip jar next to the CDM tip jar for cash tips/donations. The nonprofit's tip jar must be clearly labeled with the name of their nonprofit. 100% of the cash tips in the nonprofit's tip jar revert back to the nonprofit. Talking about your nonprofit is acceptable; the solicitation of tips is not. The use of a digital/cashless tip jar is acceptable.

### ADDITIONAL COVENANTS

1. Profits are derived from the sale of product. Therefore, it is mutually agreed that nonprofit volunteers will not consume product while on duty, nor will they comp product to any person not authorized and associated with the Festival.
2. The nonprofit will assume full responsibility for the actions or inactions of their volunteers.
3. Coupons: treat coupons just like cash without giving change. One coupon is good for one drink or brat.
4. Anyone handling alcohol will need to complete online I-PACT (Iowa – Program for Alcohol Compliance) Training. After successfully passing the final test, you will receive a printable certificate of completion. The test takes 45 – 60 minutes to complete and can be completed online at <https://abd.iowa.gov/education/i-pact>.

Please direct questions and interest in our nonprofit partnership program to Suzanne Hull, christkindlmarketdsm@gmail.com or 515-250-6366