



Visit Our Website
www.DurhamGermanMarket.com



Durham German Market

WILDLY INCLUSIVE LEARNING COLLECTIVE FUNDRAISER

- Thousands of Lights
- 90+ Artisan Vendors
- Youth Vendors
- Authentic Glühwein
- Beer & Brats
- German Brezels & More!

⌚ Saturday December 6th, 3:30pm-8:30pm

⌚ Durham Central Park
501 Foster St, Durham, NC

• Since 1971

Raleigh, NC •



Durham German Market

Our EVENT

The Durham German Market (DGM) is a vibrant annual community event hosted by the Wildly Inclusive Learning Collective Foundation. Inspired by the traditional German Weihnachtsmärkte (Christmas markets), DGM transforms Durham Central Park into a festive outdoor wonderland filled with artisan vendors, delicious foods, live music, decorative lights, and joyful holiday cheer. More than just a market, DGM is a celebration of community spirit, inclusivity, and cultural tradition — and it directly supports our mission of creating equitable, affirming, inclusive educational space for the community.

The **2024 Durham German Market** was a tremendous success, welcoming over **15,000 attendees** throughout the day, with more than **90 handmade artisan vendors**, **5 food trucks**, and lively entertainment from **The Little German Band and Dancers**, the park was filled with energy, connection, and celebration. Families, friends, and community members from all backgrounds came together to experience a magical holiday event unlike anything else in the area.

The impact of last year's event was powerful. We raised critical funds to support scholarships for inclusive education and expand access to self-directed learning at Wildly Inclusive Learning Collective. Local small businesses and artisans were able to showcase and sell their handmade goods, helping to boost the local creative economy. The market created a welcoming, family-friendly space where people of all ages and identities could gather, celebrate, and feel a true sense of

belonging. In addition, the event introduced hundreds of new families to the work of Wildly Inclusive Learning Collective, strengthening our movement for educational equity and community inclusion.

The Durham German Market is more than a fundraiser — it is a cornerstone event that fosters creativity, connection, and community pride. We are excited to continue growing DGM as a beloved tradition in Durham, making a lasting impact year after year.

We need YOU

Be part of something special at the DGM! This beloved community fundraiser brings together thousands to celebrate the season. There are so many ways to get involved:

Donate to help us reach our fundraising goals; Sponsor the event and connect with our vibrant community, Advertise your business to thousands of local attendees Volunteer your time and energy to make the market magical.

Keep reading to support inclusive education.



What we have to OFFER

Advertising

We are offering an advertising opportunity in our printed event program. This program will be distributed to attendees at the market, with at least 2,000 copies shared throughout the event.

Ad space starts as little as \$100.



Sponsorships

Sponsoring the Durham German Market (DGM) is a unique opportunity to align your brand with a beloved community tradition that celebrates culture, creativity, and connection. With over 15,000 attendees in 2024 and even more expected this year, sponsors benefit from high visibility and meaningful engagement with a diverse and enthusiastic audience. Sponsorships directly fund vital programming, while showcasing your business as a champion of equity, education, and community enrichment. Whether you're a local business, national brand, or community advocate, supporting the DGM is a powerful way to give back, increase your reach, and be part of something truly magical.

Holiday Tree Contest

Get into the spirit of the season with our Holiday Tree Contest at the Durham German Market! Community groups, local businesses, and families are invited to decorate a tree and share their holiday cheer. All trees will be displayed at the market, where thousands of visitors will vote for their favorites. It's a fun and festive way to showcase your creativity and connect with the community.

Prizes will be awarded to the top-voted trees!

Want to participate? Email us at DGM@WildlyInclusiveLC.com to reserve your spot.





2025 Durham German Market

Sponsorship Opportunity

Wildly Inclusive Learning Collective www.DurhamGermanMarket.com
501c3 Non-profit Fundraising Event

Support Inclusive Education Today



 Weihnachtsmarkt	Sponsor a large lighting structure.	\$1,000	<ul style="list-style-type: none">Logo on structure sign w/ nonprofits donation QR code.Large Logo Thank You sign/bannerSocial Media TakeoverLogo listed on DGM Website
 Weihnachtsbaum	Sponsor your own wrapped, lighted tree.	\$750	<ul style="list-style-type: none">Logo on structure sign w/ nonprofits donation QR code.Med Logo Thank You Sign/bannerSocial Media MentionLogo listed on DGM Website
 Glühwein	Sponsor our vendor pavilion with a pillar wrapped light	\$500	<ul style="list-style-type: none">Logo on structure sign w/ nonprofits donation QR code.Small Logo Thank You Sign/bannerSocial Media MentionLogo listed on DGM Website
 Bratwurst	Sponsor lighting decorations on the band tent	\$250	<ul style="list-style-type: none">Name on Thank You Sign/bannerSocial Media MentionLogo listed on DGM Website
 Brezel	Sponsor lighting decorations around the market	\$100	<ul style="list-style-type: none">Name on Thank You Sign/bannerSocial Media Mention



2025 Durham German Market

Premier Sponsorship Opportunity

Wildly Inclusive Learning Collective www.DurhamGermanMarket.com
501c3 Non-profit Fundraising Event

Premier Sponsor Levels



Christkindlesmarkt - \$10,000

- Recognition as a prominent supporter at the Christkindlesmarkt level for all advertising and press releases for the 2025 event
- Listings on DGM & WILC social media sites Monthly until event
- Listing on DGM Facebook Event
- Large company name and/or logo on all main event banners
- XL company name and/or logo on premier sponsor event banners
- XL company name and/or logo on sponsor thank you banners
- Band promotion 4x during the event
- Recognition with company name and/or logo on flyers
- Logo on front page of DGM as highest level sponsor
- Logo on sponsor page of GHM as Christkindlesmarkt level sponsor
- Listing on front page of Wildly Inclusive Learning Collective website as large donor
- 10x10 vendor booth space at the event
- Free entry into the Christmas tree contest with tree
- 4 DGM Krampus T-Shirts
- Full page ad in any program or magazine created for the event



2025 Durham German Market

Premier Sponsorship Opportunity

Wildly Inclusive Learning Collective www.DurhamGermanMarket.com
501c3 Non-profit Fundraising Event



Baumschule "tree school" – \$7,500

- Recognition as a prominent supporter at the Baumschule level for all press releases for the 2025 event
- Listing on DGM social media sites Bi-Monthly Until Event
- Listing on DGM Facebook Event
- Band promotion 3x during the event
- Large company name and/or logo on premier sponsor event banners
- Large company name and/or logo on premier sponsor thank you banners
- Logo on sponsor page of DGM as Baumschule level sponsor
- 10x10 vendor booth space at the event
- Free entry into the Christmas tree contest with tree
- 2 DGM Krampus T-Shirts
- 1/2 page ad in any program or magazine created for the event



Weihnachtsmann – \$5,000

- Listing on DGM social media sites
- Band promotion 2x during the event
- Medium company name and/or logo on premier sponsor event banners
- Medium company name and/or logo on premier sponsor thank you banners
- Logo on DGM as Weihnachtsmann level sponsor
- 10x10 vendor booth space at the event
- 4 DGM T-Shirts
- Free entry into the Christmas tree contest with tree
- 1/4 page ad in any program or magazine created for the event



2025 Durham German Market

Premier Sponsorship Opportunity

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501c3 Non-profit Fundraising Event



Krampus - \$2,500

- Listing on DGM social media sites
- Band promotion 1x during the event
- Small company name and/or logo on premier sponsor event banners
- Small company name and/or logo on premier sponsor thank you banners
- Logo on premier sponsor page of DGM as Krampus level sponsor
- 10x10 vendor booth space at the event
- Free entry into the Christmas tree contest with tree
- 2 DGM T-Shirts
- 1/8 page ad in any program or magazine created for the event

Visit Our Website for more Information

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Wildly Inclusive Learning Collective Foundation

Our Statement of **NEED**

There is a critical and growing need for inclusive, LGBTQ+ affirming training for educators and community members; training that also fully centers the experiences of neurodivergent and BIPOC youth. This is especially true in today's political climate. Traditional educational systems are often built around rigid structures that fail to reflect the diverse identities, abilities, and cultural backgrounds of the students they serve. As a result, many learners, especially those who are LGBTQ+, BIPOC, and neurodivergent—face environments that are not only unsupportive but actively harmful.

The Wildly Inclusive Learning Collective (WILC), exists to address these systemic gaps. Our work is rooted in the belief that all children deserve safe, affirming, and inclusive learning spaces where they are seen, heard, and valued for who they are. We offer professional development, community education, and custom trainings for educators, youth-serving professionals, and caregivers, with a focus on LGBTQ+ inclusion, anti-racism, and neurodiversity-affirming practices.

Our training equips adults with the tools to dismantle bias, understand intersectional identities, and create trauma-informed environments where every learner can thrive. We don't just teach theory, we build capacity for real, transformative change in classrooms and communities.

This work is urgent and necessary. Without access to affirming environments, LGBTQ+, BIPOC, and neurodivergent youth face higher rates of mental health challenges, educational exclusion, and identity-based discrimination. By educating and empowering the adults who shape learning and care spaces, we are protecting the rights, safety, and potential of every child.

Our **FOUNDATION**

Wildly Inclusive Learning Collective (WILC) Foundation is a 501(c)(3) nonprofit organization, founded and located in Durham, NC, dedicated to transforming education through inclusivity, equity, and empowerment. WILC believes that every learner, regardless of age, ability, identity, or neurotype, deserves access to safe, affirming educational environments that recognize and nurture their unique potential.

The foundation provides critical programs that address systemic gaps in education, focusing on marginalized and underserved populations, including neurodivergent, LGBTQ+, and BIPOC learners. Through a combination of professional development workshops, personalized educational resources, family coaching, grants, and scholarships, WILC empowers educators, families, and communities to create inclusive, trauma-informed learning spaces where learners can thrive socially, emotionally, and academically.

We are actively supporting families through individualized IEP coaching and are diligently building our Community Partners Program. Once complete, the Community Partners Program will allow us to vet and recommend local businesses, therapists, and service providers who align with our value, ensuring they are safe, affirming, and equipped to serve our diverse community.

At its core, the WILC Foundation is a movement toward educational justice, ensuring that learners historically marginalized in traditional settings are not just included, but celebrated, empowered, and equipped to succeed. Through collaboration, innovation, and unwavering commitment to equity, WILC is building a future where every learner has the opportunity to discover their passions, develop their skills, and live a fulfilling life.



Our ALC

Wildly Inclusive Agile Learning Center (ALC) is a nonprofit, youth rights & self directed education accredited program, built on the foundation of inclusivity, autonomy, and community for learners 5 to 18. We are dedicated to creating a safe, affirming, and supportive learning environment for learners of all abilities, and neurotypes—particularly those who are often marginalized in traditional educational settings, including Neurodivergent, LGBTQ+, and BIPOC youth.

WI ALC takes our Foundation ideals of safe, supportive, education and inclusivity and brings them to life. We believe that learning thrives when rooted in freedom, respect, and authenticity, and our program is designed to reflect those values in every aspect of the experience.

Our program operates through the principles of self-directed education, recognizing that learners are naturally curious, capable, and driven to learn when given the freedom to pursue their interests. Rather than a traditional classroom structure, we offer a flexible and responsive environment where learners choose how they spend their time each day, supported by educated, caring facilitators who guide, mentor, and nurture their passions without imposing rigid curricula.

Serving a population that is 95% neurodivergent and 45% LGBTQ+, the co-op offers a safe and empowering space where students can explore their interests, develop their strengths, and build critical skills in an environment tailored to their unique needs. Facilitators collaborate with Learners to scaffold their learning, encourage autonomy, and foster a sense of belonging.



ALLIANCE FOR
SELF-DIRECTED
 EDUCATION

Get **INVOLVED**

We are supporting something truly unique: a fully accessible, community-driven space where inclusion is not an afterthought, but the foundation. We strive to be a hub for empowerment, education, celebration, and connection — a place where all members of the community, especially those who are often left out, can feel welcomed, supported, and truly at home.

Donate **TODAY**

Every donation brings us one step closer to purchasing our forever home and building a future grounded in equity and community.

As a token of our gratitude, we're offering special donor gifts—from heartfelt thank-you notes to the chance to have a room named in your honor. Check out our full list of donor perks and make your impact today!



www.WildlyInclusiveLC.com

Business **SPONSORSHIP**

Become a sponsor of the Durham German Market (DGM) and connect with thousands of community members while supporting inclusive education! As a sponsor, you'll be part of a beloved holiday tradition that drew over 15,000 attendees last year —celebrating culture, creativity, and community spirit.



www.DurhamGermanMarket.com

Volunteer **TIME**

Volunteer with us and help us build a more inclusive future for all learners! From **sharing on your social media**, connecting with potential donors to distributing information, and supporting community outreach, your time and energy can make a powerful impact. Join us in spreading the word, raising funds, and making a difference.



www.WildlyInclusiveLC.com/contact