

HOUSTONIANS WHO MATTER

Nutcracker Market's Patsy Chapman

Since 1989, Nutcracker Market CEO Patsy Chapman has been the driving force behind Houston Ballet's largest fundraiser, the Nutcracker Market. Patsy's unparalleled passion, dedication and energy have helped catapult the annual fundraiser into a success story and have set the standard for large-scale fundraising events for ballet companies across the country.

Inside Texas's largest holiday shopping extravaganza

Since 1981, the Nutcracker Market, affectionately known as "the Market," has raised more than \$57 million for the Houston Ballet Foundation, its Academy and scholarship programs. What started out as a two-day event at a local church has since evolved into the largest four-day shop 'til you drop celebration in the country, all in the name of charity. With Patsy's guidance and leadership, each Market is led by a volunteer chairperson and supported through a loyal, hardworking core team of volunteers who plan the event year-round. In true festive fashion, the shopping extravaganza kicks off the holiday season the second weekend in November with the exclusive Wells Fargo Preview Party on Wednesday, followed by two other special events, the Saks Fifth Avenue Fashion Show and Luncheon on Thursday and the Macy's Fashion Show and Luncheon on Friday.

More than 280 merchants, all hand-selected by Patsy and her team, gather each year to showcase and sell their products to more than 100,000 eager shoppers. Proceeds from each admission and special event ticket that is purchased, plus 10% of all the merchandise sales, go back to Houston Ballet Foundation.

A true festive shopping experience

With the rise of online shopping and numerous holiday pop-up shops, Patsy has focused on elevating the Market's standing as the must-visit, one-of-a kind holiday shopping experience in Houston. For many, the Market has become a shopping mecca where friends and generations of families come together for days of shopping, discovering new trends and finds, and getting inspired for the holidays. Patsy and her team work tirelessly to curate a special experience for not only shoppers, but for the merchants, sponsors and all of the hundreds of volunteers involved. It is important for those visiting the Market to be amazed by the beautiful décor, the joyful ambiance, the wide array of gift selection, and to just have a great time at the Market and share their experience with family, friends, and on social media — an



Nutcracker Market CEO Patsy Chapman and Houston Ballet Artistic Director Stanton Welch at the Nutcracker Market's information booth.

experience one cannot find by shopping online. Long-time sponsors like John Daugherty, Realtors provide incredible support by sponsoring the Market Raffle and providing volunteers for more than 20 years. Support like this is what makes Nutcracker Market a true successful legend.

The future

As the Market continues to expand its reach year after year, the goal is to continue being the best holiday Market, always featuring something new, yet keeping the familiar sense of holiday spirit that shoppers have come to expect. That's the magic that brings enthusiastic shoppers each year and keeps the Market strong — all while supporting Houston Ballet. Patsy's unwavering dedication, commitment and passion for Houston Ballet is evident, and she looks forward to sharing her passion with all who come through the Market doors this coming November.

The 37th annual Houston Ballet Nutcracker Market will be held November 9 – 12, 2017 at NRG Center. For information about the Market, volunteering, becoming a sponsor, or purchasing tickets, contact Nutcracker Market at 713.535.3271 (713.535.3231) or visit www.NutcrackerMarket.com.