

Festival of Trees



2024
SPONSOR GUIDE





Kick-off the holiday season with a weekend of festive tree creations, dreamy lights, and holiday cheer at the 20th Annual

Festival of Trees!



December 6 - 8, 2024 at the Hotel Concord

Festival of Trees is the premiere event to ring in the holiday season! We are excited to invite you to become a valued partner in this fundraiser benefiting the Boys & Girls Club of Cabarrus County. Festival of Trees is not only a celebration of the holiday season but also an opportunity to make a lasting impact.

Event Highlights

- **Deck the Halls Gala:** Friday begins the weekend with a lively evening of dining and dancing with InfiniteSoul.
- **Holly-Day Hop:** On Saturday, The Tonez will get you on your toes after a delicious buffet meal.
- **Fa-la-la Lunch:** Sunday tops off the festivities with a tasty lunch among the trees.

Sponsorship

Interested in Sponsorship? We've crafted sponsorship levels to maximize your impact at the Boys & Girls Club while bringing your business excellent brand visibility. Proceeds raised from this event directly benefit kids and families in our community.

Enclosed you will find more detailed information about each sponsorship level. Have questions or want to get involved? Contact mwilder@bgclubcab.org. **Together, we can create a brighter future this holiday season!**

Schedule of Events



DECK THE HALLS GALA

Friday, December 6, 2024

Heavy hors d'oeuvres, beer and wine

Live entertainment by InfiniteSoul

8:00 pm to midnight

\$150 per adult (21 & older only)

HOLLY-DAY HOP

Saturday, December 7, 2024

Buffet dinner, beer and wine

Live entertainment by too MUCH SyLviA

7:00 pm to 11:00 pm

\$125 per adult (21 & older only)

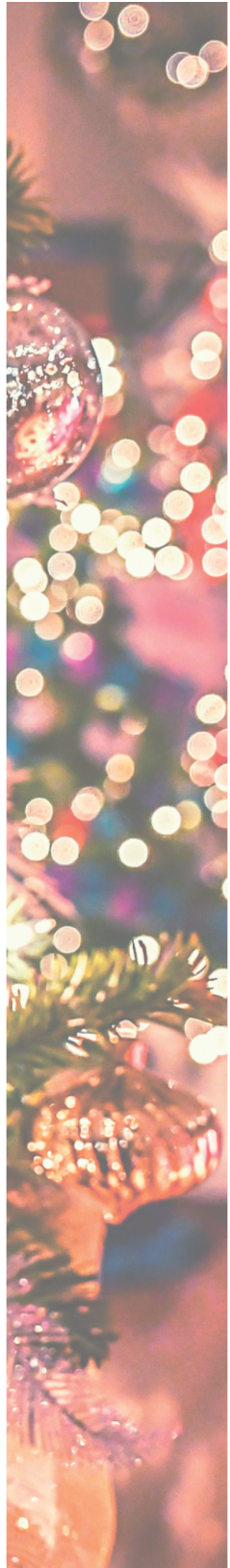
FA-LA-LUNCH

Sunday, December 8, 2024

Buffet-style lunch

11:00 am to 2:00 pm

\$35 per adult / \$15 per child (under 10)



Sponsorship Opportunities

SCAN TO REGISTER



PRESENTING SPONSOR \$15,000

- First right of refusal
- Logo placement alongside Festival logo on all signage, website and social posts
- 2 dedicated social posts
- 20 tickets to the Deck the Halls Gala
- 20 tickets to the Pa-la-la Lunch
- Theme decorated Christmas tree
- VIP Gala entry, including cocktail hour with open bar
- 2 shout-outs from the band during the Gala
- 2 shout-outs from the band during the Holly-day Hop

SOLD

DECK THE HALLS BAND SPONSOR \$6,500

- Logo placement on website and event signage
- 2 dedicated social media posts
- Minimum of 2 sponsor shout outs from the band during the Deck the Halls Gala



SPONSORSHIP OPPORTUNITIES (CONTINUED)



ANGEL SPONSOR \$5,000

- Logo placement on website and event signage
- 1 dedicated social media post
- Minimum of 2 additional social media mentions
- 16 tickets to the Deck the Halls Gala
- 16 tickets to the Fa-la-la Lunch
- Theme decorated Christmas tree
- VIP Gala entry, including cocktail hour with open bar

STAR SPONSOR \$2,750

- Logo placement on website and event signage
- Minimum of 2 social media mentions
- 8 tickets to the Deck the Halls Gala
- 8 tickets to the Fa-la-la Lunch
- Theme decorated Christmas tree
- VIP Gala entry, including cocktail hour with open bar

SILVER BELL SPONSOR \$1,750

- Logo placement on website and event signage
- Minimum of 2 social media mentions
- 4 tickets to the Deck the Halls Gala
- 4 tickets to the Fa-la-la Lunch
- Theme decorated Christmas tree
- VIP Gala entry, including cocktail hour with open bar

TREE SPONSOR \$1,000

- Name placement on website and event signage
- Minimum of 2 social media mentions
- 2 tickets to the Deck the Halls Gala
- Theme decorated Christmas tree
- VIP Gala entry, including cocktail hour with open bar

SPONSORSHIP OPPORTUNITIES (CONTINUED)

HOLLY-DAY HOP BAND SPONSOR \$4,500

- Logo placement on Club website and social media
- 2 dedicated social media posts
- 2 band shout-outs during the Holly-day Hop

SOLD

HOLLY-DAY HOP TABLE SPONSOR

Ballroom Table \$1,500 (8) or \$750 (4)

Mezzanine or Balcony Table \$1,250 (8) or \$625 (4)

- Name placement on Club website and social media
- Minimum of 2 social media mentions
- Reserved table for 8 (or 4) to the Holly-day Hop

Lower Dining Room Table \$1,000 (8) or \$500 (4)

- Reserved table for 8 (or 4) to the Holly-day Hop



Frequently Asked Questions



As a sponsor, am I responsible for decorating my tree?

There are several options for decorating your tree:

1. You may decorate your tree with items you purchase to represent your business or any theme you choose.
2. You may hire someone to decorate your tree to your theme or liking. Your decorator is responsible for providing all ornaments and decorations.
3. You may select one of the volunteer decorated trees during the VIP Gala Event.

If I don't decorate my own tree, how do I know which one is mine?

If you choose to select a tree, a tag highlighting the sponsor's name and the decorator's name will be placed on the tree.

What happens to my tree after the event?

There are two options:

1. You may donate the tree to the Boys & Girls Club. The Club displays the trees throughout the building, or may donate trees to families we serve.
2. You may have the tree delivered to the location of your choice (local addresses only). Deliveries will be scheduled for the second week of December.

What happens to my tree after the holidays?

There are two options:

1. You may keep your tree.
2. You may donate your tree back to the Club. Pick-ups will be scheduled for the first week of January. Decorations belong to the sponsor; therefore, trees must be undecorated prior to tree pick-up. Only undecorated trees will be picked up.



ABOUT THE VENUE

The Hotel Concord
14 Union Street N
Concord, NC 28025

BOYS & GIRLS CLUB OF CABARRUS COUNTY

The Boys & Girls Club of Cabarrus County has been serving the youth in our community since 1946. Providing Afterschool and Summer programs, we fill an urgent need in Cabarrus County. Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens. Our Club is committed to impacting the local community by empowering the children who need us most.

We never take a single approach to help kids succeed. It takes caring mentors, such as our trained Club staff. It takes a safe place, like our Club that is consistently there for the kids we serve. It takes innovative, quality programs designed to empower youth to excel in school and lead healthy, productive lives. We do whatever it takes to ensure all kids have a great future.



CONTACT

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