

Sponsor Guide 2017



Proudly presented by the

Mariam Hayes Society

Benefiting the Boys & Girls Club
of Cabarrus County



BOYS & GIRLS CLUB
OF CABARRUS COUNTY





You are invited to participate
in the 13th Annual

Festival of Trees

Please join us December 1st through
December 3rd at
the City Club at Gibson Mill
for an exciting weekend
of holiday events.

The Festival of Trees is presented by the Mariam Hayes Society and benefits the Boys & Girls Club of Cabarrus County. Through the generous support of our sponsors, this event has become the Club's largest fundraiser, allowing us to serve thousands of youth each year. We hope you will consider joining us as a 2017 sponsor, helping us continue to grow and thrive.

Enclosed you will find more detailed information about each sponsorship level, as well as a sponsorship form. You may return this form by fax or mail, or you may email to mwilder@bgclubcab.org. A member of the Mariam Hayes Society may follow up with you in the coming weeks.

Thank you for supporting the Boys & Girls Club!



Contact Mary Wilder for additional
information or to reserve tickets
(704) 721-2582 extension 125
or mwilder@bgclubcab.org

2017 Schedule of Events

All events are held at the historic City Club at Gibson Mill

Deck the Halls Gala

Friday, December 1, 2017

Heavy hors d'oeuvres & open bar by Bistro Catering

Live entertainment by Sol Fusion

7:30 pm to midnight

Tickets are \$125 per adult (21 & older only)

Children's Event

Saturday, December 2, 2017

1:00 pm - 2:30 pm

Crafts, activity stations, visit with Santa

Tickets are \$10 per child

No charge for adults

Tree Viewing

4:00 pm - 6:00 pm

Decorated trees on display · Hot cider

Donations Encouraged

Lunch Among the Trees

Sunday, December 3, 2017

11:00 am - 2:00 pm

● Buffet-style lunch by Doughgirls Catering

Tickets are \$25 per adult / \$12 per child (under 10)



Sponsorship Opportunities

(Individual tickets are also available)

Included in Sponsorship	Angel Sponsor	Star Sponsor	Silver Bell Sponsor	Tree Sponsor
Christmas Tree	✓	✓	✓	✓
Deck the Halls Gala Ticket	20	10	4	2
Children's Event Ticket	20	10	4	2
Lunch Among the Trees Ticket	20	10	4	2
Logo listing on signage during event	✓	✓	-	-
Name listing on signage during event	-	-	✓	✓
Listing in all event programs	✓	✓	✓	✓
Listing on Club website / social media	✓	✓	✓	✓
Signage on sponsored Tree	✓	✓	✓	✓
Cost of Sponsorship	\$5,000	\$2,500	\$1,250	\$750
*Total Value of Sponsorship	\$1,850	\$1,000	\$490	\$320

* Your tax deductible portion is the cost less the value received.

All gifts are tax deductible in accordance with federal and state laws.

Frequently Asked Questions

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

A. 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 choose to have a fully decorated tree assigned to you.

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

A. All trees will include a tree tag, which highlights the sponsor's name, as well as the name of the decorator.

Q. What happens to my tree after the event?

A. 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.

Q. What happens to my tree after the holidays?

A. 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.

Sponsor Form

(Please complete both sides of this form)

Sponsor Name (as you wish it to appear in programs & advertising):	
Address:	
City, State, Zip:	
Phone:	Email:

Sponsor Options				
Sponsor Level	Check One	Cost	*Value Received	Extended Amount
Angel		\$5,000	\$1,850	
Star		\$2,500	\$1,000	
Silver Bell		\$1,250	\$490	
Tree		\$750	\$320	

Additional Ticket Options				
Event	Quantity	Cost	*Value Received	Extended Amount
Deck the Halls Gala Ticket		\$125	\$60	
Lunch Among the Trees (Adult)		\$25	\$15	
Lunch Among the Trees (Child)		\$12	\$12	
Children's Event Ticket		\$10	\$10	
Total Amount Due				

Payment Options			
	Payment Enclosed		Please Bill Me
	Payment already made as part of annual pledge.		
Signature:		Date:	

* Your tax deductible portion is the cost less the value received.

Sponsor Form (continued)

Tree Decoration	
	I plan to decorate my tree or I plan to hire a decorator to decorate my tree.
	I will select a tree that has been decorated by a general decorator.

Tree Delivery	
<i>We will deliver your tree to your home or business. Deliveries will be scheduled for the second week of December.</i>	
	I would like to donate my tree to the Club and do NOT require tree delivery.
	I would like to have my tree delivered to the following address (<i>local addresses only please</i>):

Tree Pick-Up	
<i>We will pick up undecorated trees to be donated back to the Club. Pick-ups will be scheduled for the first week of January.</i>	
	I plan to keep my tree and do NOT require tree pick-up.
	I would like to donate my tree back to the Club, Trees must be undecorated prior to tree pick-up. Decorations belong to sponsor.

Please return this form to Mary Wilder at the
Boys & Girls Club of Cabarrus County
PO Box 1405 Concord, NC 28026
Email: mwilder@bgclubcab.org Fax: 704-795-2714
You may also give it to a member of the Mariam Hayes Society.

Thank you for your support!