

2021 SPONSOR GUIDE

Festival of Trees



BOYS & GIRLS CLUB
OF CABARRUS COUNTY

Benefitting the
Boys & Girls Club
of Cabarrus County



Kick-off Christmas with a weekend of tree creations, dreamy lights, and holiday cheer at the 17th Annual

Festival of Trees!

Please join us December 3 through December 5, 2021 at the historic Hotel Concord for an exciting weekend of holiday events.

Friday begins the weekend with an elegant evening of dining, dancing and singing along with Sol Fusion. On Saturday, the shag style shenanigans with North Tower will get you on your toes after a sit-down meal. Sunday tops it all off with a delicious holiday lunch, final showing of the trees and a kids craft with Santa.

Angel, Star, Silver Bell and Tree level sponsorships are available, as well as Table sponsorships for the Saturday evening Holly-day Hop. We hope you will consider joining us as a 2021 sponsor, helping us continue our mission to provide a safe place for area kids to learn and grow.

Enclosed you will find more detailed information about each sponsorship level. If you'd like to participate, please complete the registration form online [here](#).

Thank you for supporting the Boys & Girls Club!



BOYS & GIRLS CLUB
OF CABARRUS COUNTY

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



Schedule of Events

Deck the Halls Gala

Friday, December 3, 2021

Heavy hors d'oeuvres, beer and wine

Live entertainment by Sol Fusion

8:00 pm to midnight

\$150 per adult (21 & older only)

Holly-day Hop

Saturday, December 4, 2021

Buffet dinner, beer and wine

Live entertainment by North Tower Band

7:00 pm to 11:00 pm

\$75 per adult (21 & older only)

Fa-La-La Lunch

Sunday, December 5, 2021

Buffet-style lunch

11:00 am - 2:00 pm

\$30 per adult / \$10 per child (under 10)

De-light-ful Display

Sunday, December 5, 2021

Decorated trees on display

4:00 pm - 6:00 pm

Donations Encouraged

*During this event, kids will have the opportunity to create a holiday craft and visit with Santa

\$10 per child



Sponsorship Opportunities

(Individual tickets are also available for purchase)

Included in Sponsorship	Angel Sponsor	Star Sponsor	Silver Bell Sponsor	Tree Sponsor	Holly-day Hop Table Sponsor
Christmas Tree with sponsor signage	✓	✓	✓	✓	-
Table Centerpiece with sponsor signage	-	-	-	-	✓
Deck the Halls Gala Ticket	20	10	4	2	-
Kids Craft Ticket	20	10	4	-	-
Holly-day Hop Ticket	-	-	-	-	8
Fa-La-La Lunch Ticket	20	10	4	-	-
Logo listing on signage during event	✓	✓	-	-	-
Name listing on signage during event	-	-	✓	✓	✓
Listing in all event programs	✓	✓	✓	✓	✓
Listing on Club website / social media	✓	✓	✓	✓	✓
Cost of Sponsorship	\$5,000	\$2,500	\$1,250	\$750	\$750
*Total Value of Sponsorship	\$2,050	\$1,100	\$530	\$280	\$530

* 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.