

Festival of Trees



2026
SPONSOR GUIDE





Three unforgettable holiday experiences.

One meaningful impact.

**Join us for the 22nd Annual Festival of Trees,
presented by the Hotel Concord Event Venue
and benefiting the Boys & Girls Club of
Cabarrus County.**

As a sponsor, you have the opportunity
to be part of a cherished holiday
tradition while making a meaningful
impact on the lives of local youth.



The Impact of Your Support

For 80 years, the Boys & Girls Club of Cabarrus County has helped local youth build brighter futures by providing a safe place to learn, grow, and thrive.

Each year, nearly 2,000 young people benefit from caring mentors, academic support, healthy meals, leadership opportunities, and life-changing experiences.

Your Festival of Trees sponsorship helps make it all possible.

Inside, you'll find details about each sponsorship level. We would love to discuss how you can be part of this cherished holiday tradition. For questions or to get involved, contact Mary Wilder at mwilder@bgclubcab.org

Weekend at a Glance

December 4 - 6, 2026

Deck the Halls Gala

Friday, December 4, 2026

Heavy hors d'oeuvres, beer and wine

Live entertainment by SPIKED

8:00 pm to midnight

Tickets: \$150 per adult (21 & older only)

Holly-day Hop

Saturday, December 5, 2026

Buffet dinner, beer and wine

Live entertainment by Too Much Sylvia

7:00 pm to 11:00 pm

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

Fa-la-la-Lunch

Sunday, December 6, 2026

Buffet-style lunch

11:00 am to 2:00 pm

Tickets: \$45 per adult / \$20 per child (under 10)



Sponsorship Opportunities

Scan to Register



Presenting Sponsor \$15,000

- Right of First 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 Fa-la-la Lunch
- Decorated Holiday Tree
- VIP Gala cocktail hour / open bar
- 2 band shout-outs during each event

Entertainment Sponsor

Deck the Halls Gala \$7,500

Holly-day Hop \$4,500

- Logo placement on Club website and event signage
- 2 dedicated social media posts
- 2 band shout-outs during the event



SPONSORSHIP OPPORTUNITIES (CONTINUED)



Impact Sponsor \$6,500

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

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
- Decorated Holiday Tree
- VIP Gala cocktail hour / 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
- Decorated Holiday Tree
- VIP Gala cocktail hour / open bar

SPONSORSHIP OPPORTUNITIES (CONTINUED)

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
- Decorated Holiday Tree
- VIP Gala cocktail hour / 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
- Decorated Holiday Tree
- VIP Gala cocktail hour / open bar

Holly-day Hop Table Host

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

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

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

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



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.



FREQUENTLY ASKED QUESTIONS (CONTINUED)



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.

As a Sponsor, can I swap Gala tickets for Holly-day Hop tickets?

Yes, sponsors may request to exchange their included Friday Gala tickets for Saturday Holly-Day Hop tickets. We will make every effort to provide reserved seating for Saturday's Holly-Day Hop; however, seating is subject to availability.

As a Sponsor, can I add tickets to my sponsorship package?

Yes, sponsors may add tickets to their sponsorship package. This can be done online when registering, or you may notify us to make the adjustment to your pledge amount.

As a Sponsor, can I forego some or all of the included tickets?

Yes, sponsors may opt to decline some or all of the tickets included in their sponsorship. This allows a larger portion of the sponsorship to directly support BGC programs.

ABOUT THE VENUE

The Hotel Concord has been a landmark in downtown Concord since 1926. Today, this historic space has been transformed into a timeless event venue steeped in history and charm.

The Hotel Concord | 14 Union Street N | Concord, NC 28025



Every sponsorship helps ensure Club kids have the support, opportunities, and encouragement they need to succeed.

Together, we're creating brighter holidays and brighter futures for the young people of Cabarrus County.

Event Contact:

Mary Wilder
mwilder@bgclubcab.org
704-721-2582 ext. 125

Boys & Girls Club of Cabarrus County
247 Spring Street NW
Concord, NC 28025

bgclubcab.org