

Festival of Trees

2022
SPONSOR GUIDE





Kick-off the holiday season with a weekend of festive tree creations, dreamy lights, and holiday cheer at the 18th Annual

Festival of Trees!

December 2 - 4, 2022 at the Hotel Concord

For nearly 20 years, The Boys & Girls Club's Festival of Trees has been the premiere event to ring in the holiday season. Over 40 theme decorated Christmas trees are showcased throughout the historic Hotel Concord, setting the backdrop for this festive weekend of events. Friday night, dance the night away to live music from Infinite Sol band at the Deck the Halls Gala. Saturday evening, shimmy and shag to dj entertainment at Holly-day Hop, and Sunday, festivities will conclude with a delectable Fa-la-la Lunch Among the Trees catered by Smoke Pit.

Interested in Corporate Sponsorship of the Festival of Trees? We've crafted sponsorship levels to maximize your impact at the Boys & Girls Club, while bringing your business an excellent cause marketing opportunity. Make a life-changing impact on kids in Cabarrus County by supporting the Boys & Girls Club this Holiday season!

Enclosed you will find more detailed information about each sponsorship level. To participate, please complete the registration form [here](#) or contact mwilder@bgclubcab.org.

Schedule of Events



Deck the Halls Gala

Friday, December 2, 2022

Heavy hors d'oeuvres, beer and wine

Live entertainment by Infinite Sol

8:00 pm to midnight

\$150 per adult (21 & older only)

Holly-day Hop

Saturday, December 3, 2022

Buffet dinner, beer and wine

DJ Entertainment

7:00 pm to 11:00 pm

\$100 per adult (21 & older only)

Fa-La-La Lunch

Sunday, December 4, 2022

Buffet-style lunch by Smoke Pit

11:00 am - 2:00 pm

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

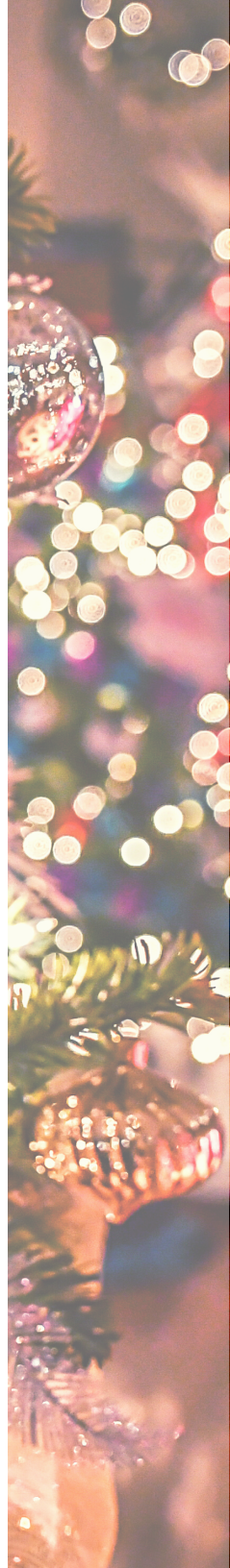
De-light-ful Display

Sunday, December 4, 2022

Decorated trees on display

4:00 pm - 6:00 pm

Donations Encouraged



Sponsorship Opportunities



PRESENTING SPONSOR \$10,000

- 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 Fa-la-la Lunch
- Theme decorated Christmas tree
- VIP Gala entry, including cocktail hour with open bar
- 2 shout-outs from band during the Gala
- 2 shout-outs from dj during the Holly-day Hop

DECK THE HALLS BAND SPONSOR \$5,000

- 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

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

SPONSORSHIP OPPORTUNITIES (CONTINUED)



STAR SPONSOR \$2,500

- 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 \$1,500

- 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 \$750

- 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

HOLLY-DAY HOP TABLE SPONSOR \$1,000 (8) OR \$500 (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
- Name placement on table centerpiece

HOLLY-DAY HOP DJ SPONSOR \$500

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

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 select one of the volunteer decorated trees during the VIP.

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

A. 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.

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.



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 for over 75 years. Providing Afterschool, Summer and Athletic 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.

Whatever It Takes is our mantra, our promise, as we help kids become their best selves. Focusing on 6 key areas - education, the arts, sports and recreation, character and leadership, workforce readiness, and health and wellness - we end the cycles of inequity; neutralize safety threats; fill the mentorship void and listen and amplify marginalized voices. We believe that when our kids thrive, so too does our community - there is no better investment than in that of our young people.

CONTACT

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