

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**

— THE —
HOTEL CONCORD
WEDDING & EVENT VENUE

Sponsoring Festival of Trees is a meaningful way to support local kids and families during the holiday season. It's more than just a celebration, it's a chance to make a lasting impact where it matters most.

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 support helps make it all possible.

We would love to discuss how you can be part of this cherished holiday tradition. To get involved, contact Mary Wilder at mwilder@bgclubcab.org or 704-721-2582 ext. 125.

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)

Tickets will be available October 1, 2026

All events are held at **The Hotel Concord**, a historic downtown landmark dating back to 1926, now a charming and timeless event venue.



The Hotel Concord
14 Union Street N
Concord, NC 28025



Sponsorship Opportunities



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

Impact Sponsor \$6,500

- Logo placement on website and event signage
- 2 dedicated social media posts
- Minimum of 2 band shout outs during each event

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
- 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

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

Evergreen 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

Ready to be a part of this year's event?

**Scan the QR to register, or reach out to
Mary Wilder at 704-721-2582 ext. 125 or
mwilder@bgclubcab.org**



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.

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.



BOYS & GIRLS CLUB OF CABARRUS COUNTY

The Boys & Girls Club of Cabarrus County provides a safe place for children to learn and grow. It is the place where great futures are started each and every day.

We create a bridge between school and home—a dependable space where youth feel seen, supported, and inspired. With caring mentors and enriching programs, we help kids explore interests, develop confidence, and build the life skills that lead to brighter futures. When young people are empowered to thrive, the impact ripples through families, schools, and our entire community.

When you sponsor the Festival of Trees, you're doing more than supporting a holiday tradition.

You're providing:

- A safe, positive place for youth after school and during the summer
- Academic success and homework support
- Leadership and character development
- Healthy lifestyles through recreation and wellness
- Mentoring relationships that build confidence and resilience
- Opportunities every child deserves to learn, grow, and thrive



**Get to know us better
by scanning the QR Code**



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

bgclubcab.org



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