

TAKE YOUR PLACE AMONG THE STARS !

Individual and Corporate Sponsorship Program



Festival of Trees

Festival's mission is to create a first-class holiday event for the whole community while generating significant funds to benefit the healthcare community. Proceeds will benefit the Pete Moore Hospice House.

Sponsored by Cascade Health Foundation

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For many people, *Festival of Trees* has become a holiday tradition. Scheduled over six days during the Thanksgiving week, *Festival* attracts approximately 18,000 people every year. Proceeds from its Twenty years of operation have exceeded all expectations, netting over \$7.9 million. We hope you will consider joining in our mission. This is our 21st year for the *Festival of Trees*. Please consider making a difference in this community.

What is *Festival of Trees*?

Hundreds of volunteers transform the Valley River Inn into Lane County's premier holiday extravaganza. *Festival of Trees* features over 50 elaborately decorated trees -- each with its own unique theme; a Candy Cane Forest where children can decorate and donate trees; a beautiful display of Wreaths for all occasions; a unique Holiday Stocking Parlor; Dickens' Village chock-full of gift items from the finest shops and craft vendors; Santa's Workshop, the Designers' Preview Party and the Starlight Celebration. *Festival's* workforce is comprised of over 900 volunteers and is led by a 16-member Steering Committee. By becoming a sponsor of *Festival of Trees*, you will enjoy exposure to virtually *thousands* of people. You'll take pride in knowing that you have helped to bring this magical holiday event to our community.

“PARTNERS IN OUR COMMUNITY’S HEALTH”

The Cascade Health Foundation focuses its efforts on the community’s health and quality of life. It is why we come to work each day.

During the annual *Festival of Trees*, we have an opportunity to interact with a great many people--- families and individuals alike. It reminds us that our mission is truly keeping you all as well and healthy as possible. Our success is, in fact, your health.

Please join us in our partnership with this community. Individuals and corporations come together at this event each year to help make our community health dreams come true. Your sponsorship will make you an important member of our team. Thank you for your consideration.

Read this sponsorship brochure to select the right level of sponsorship for you. Fill out the pledge form, or call the Foundation office to reserve your place among the STARS! (Phone Margie Brooks 541 228-3003)

SPONSORSHIP PACKAGES

We wish to say "Thank You" by offering the following recognition packages:

Listing in the appropriate *Festival* printed materials
 Appropriate signage at the event itself
 Plus one of the following ticket packages:

TREE SPONSORSHIP : when you agree to become a tree sponsor at one of the following levels, you will receive:

\$15,000 Diamond Star Sponsor:	1 Table (10 Tickets) at Gala 4 Preview Party Tickets 75 General Admission Tickets 7' Tree and stand \$500 credit toward decorating a tree
\$10,000 Platinum Star Sponsor:	1 Table (10 Tickets) at Gala 2 Preview Party Tickets 50 General Admission Tickets 7' Tree and stand \$500 credit toward decorating a tree
\$5,000 Shining Star Sponsor:	2 Gala Tickets 4 Preview Party Tickets 30 General Admission Tickets 7' Tree and stand \$500 credit toward decorating a tree
\$2,500 Shooting Star Sponsor:	4 Preview Party Tickets 25 General Admission Tickets 7' Tree and stand \$500 credit toward decorating a tree
\$1,750 Festival Star Sponsor:	4 Preview Party Tickets 18 General Admission Tickets 7' Tree and stand \$500 credit toward decorating a tree
\$1,000 Foundation Star Sponsor:	2 Preview Party Tickets 7 General Admission Tickets 4' Tree and stand \$300 credit toward decorating a tree

EVENT SPONSORSHIP -- when you agree to become an event sponsor at one of the following levels, you will receive:

\$5,000:	2 Gala Tickets 4 Preview Party Tickets 30 General Admission Tickets Special recognition
\$3,000:	6 Preview Party Tickets 25 General Admission Tickets
\$2,500:	4 Preview Party Tickets 25 General Admission Tickets
\$1,750:	4 Preview Party Tickets 18 General Admission Tickets

\$1,500:	4 Preview Party Tickets 15 General Admission Tickets
\$1,250:	2 Preview Party Tickets 12 General Admission Tickets
\$1,000:	2 Preview Party Tickets 7 General Admission Tickets
\$750:	15 General Admission Tickets

EXHIBIT/EVENT/SPONSORS

Title Sponsorship - \$20,000

The Title Sponsorship is truly a *Festival* partner. With every piece of printed material having their logo in conjunction with the Festival of Trees. You will be our partners in every way.

Starlight Celebration - \$5,000

Certainly the highlight of *Festival* with a sell-out crowd! This glitzy, black-tie affair will again offer a silent auction, live auction, and 'chef's' banquet. The sponsor will receive special recognition the night of the dinner.

Starlight Table Decorations - \$5,000

If you are looking for great exposure, look no further. Your name will appear in the gala dinner program for sponsoring all the spectacular table centerpieces. Centerpieces are auctioned off during the Live Auction.

Starlight Auction - \$5,000

The auction serves as entertainment for the night. The sponsor will have a sign placed on the stage with the auctioneer. This is great exposure!

Starlight Entertainment - \$5,000

The Gala is the main event! You will sponsor our entertainment for that night. Whether it is the carolers at the front door, a harp playing in the lobby or a choir welcoming you into dinner, this will surely be a kickoff to the evening.

Designers' Preview Party - \$3,000

The Preview Party is the first chance anyone has to view *Festival* and to begin the bidding. A popular event, it is scheduled for Tuesday, November 26 and includes scrumptious desserts and champagne, top-rated entertainment and a special designers' awards ceremony.

"Under the Tree" Children's Shopping Area - \$2,500

For those little ones who wish to shop for presents for the family. This area is designed so if you can fit under the tree, you're eligible to shop. Gifts will be priced from 50¢ - \$3.00.

"Celebrate The Children" Tree - \$1,750

This special tree will warm the hearts of young and old alike. Tickets will be sold for \$1 each, the week of *Festival* and a drawing will be held Sunday night to award the tree to some lucky person.

Dickens' Village Gift Shop - \$1,750

Shop 'Til You Drop! - Easily one of the most popular places at *Festival* is our Dickens' Village. It is always an absolute hit! You can browse for your favorite gift and find that perfect antique, ornament or gift to put under your tree. Truly a shopper's delight!

Day Sponsors - \$1,500 Cash

We have opportunities for cash sponsors to accompany our media day sponsors for each of the five days that *Festival* is open to the public. Sponsors may choose Wednesday, Thursday, Friday, Saturday or Sunday to help create the magic of that particular day and have their name greet people as they enter the event.

Main Stage - \$1,500

Festival viewers are entertained throughout the week. The *Festival's* Main Stage comes alive with dancers, singers, jugglers, choirs and musicians as they transform Festival into a musical wonderland!

EXHIBIT/EVENTS SPONSORS

Candy Cane Forest- (Children's Area) - \$1,500

For \$5.00 children can decorate a small 12" tree and donate it to Cascade Health Solutions Hospice patients for distribution the week of Christmas or take one home with them. What a great memory of *Festival of Trees!*

Gingerbread Village - \$1,250

Local bakeries, confectioners, pastry chefs and amateur bakers compete for first place by donating creative gingerbread and candy houses. Entries create a village of artful (and tasteful) delights!

Visit With Santa - \$1,250

Santa arrives several times during the week to sit children on his knee and pass out candy. He takes orders and even creates that perfect Kodak moment for their enjoyment for many years to come.

Santa's Workshop (Kids Crafts) - \$1,000

Children can sit in this area and make an ornament for Mom or Dad, Grandma or Grandpa in just minutes. The cost is only \$1.50 per ornament and what a treasure for a lifetime.

Parade of Holiday Wreaths - \$750

A *Festival* committee recruits artistic holiday wreaths for display and sale during *Festival*. Designers compete for awards in designated categories, and guests may purchase their favorites to display in their homes or offices after *Festival*. Sponsor's name will be printed on a name card for each entry.

Dancing Tree - \$750 for each of 5/\$3,750 for all

The whole family will enjoy watching at the Dancing Tree comes to life. Better known as Doug Fir himself.

Holiday Stocking Parlor - \$750

A *Festival* subcommittee will canvas Lane County for those creative individuals who enjoy making unique and colorful stockings. These will be available for purchase by those attending *Festival*. Each designer will compete for awards in designated categories. Sponsor's name will be printed on the name card for each entry.

Gift Basket Creations - \$750

A *Festival* committee will be approaching local businesses and individuals to create a holiday gift basket. These will be available to the highest bidder at *Festival*. Awards will be given to those baskets that are both outstanding and most creative. Sponsor's name will be printed on a card next to each entry.

In-Kind Sponsorships

Festival relies heavily on the generosity of those who can donate in-kind services or products. Special recognition packages have been designed for anyone interested in participating in this important way. If you would like more information on how to become an in-kind sponsor for one of the following areas, please contact the Foundation office.

.printing

.signs

.security

.graphics

.sound systems

.stage lighting

.typesetting

.promotion/publicity

.tree transportation

2013 *Festival of Trees* Schedule of Events/Activities

EVENTS

DESIGNERS' PREVIEW PARTY
Tuesday, November 26
7:00 – 9:30 p.m.

SENIORS' DAY
Wednesday, November 27
9:00 a.m. - 6:00 p.m.

STARLIGHT CELEBRATION
Saturday, November 30
5:30 - 11:00 p.m.

OPEN TO THE PUBLIC

Thursday, November 28
10:00 a.m. - 7:00 p.m.

Friday, November 29
9:00 a.m. - 9:00 p.m.

Saturday, November 30
9:00 a.m. - 2:00 p.m.

Sunday, December 1
9:00 a.m. - 6:00 p.m.

NOTE: Gala on Saturday night because of the Civil War Game being moved to Friday.



Festival of Trees

Administrative Staff

Margie Brooks, *Vice President Foundation*

Mike Boeshans, *Accounting Director*

Linda DeBlock, *Program Assistant*

Kathryn McNeal, *Volunteer Coordinator*

2013 Festival of Trees - Sponsor Pledge

Name _____ Phone _____

(How you wish it to be listed in the program)

Address _____

Contact (if different from above) _____

Pledge sheets should be received as soon as possible as the number of sponsorship opportunities are limited. Payment invoices will be mailed in August.

EVENTS/EXHIBITS (Please indicate your 1st and 2nd choices for this category only)

**Mark here for a 3-year
pledge at the same level.**

<u>Sold</u>	Title Sponsor	(\$20,000)	_____
	Starlight Celebration	(\$ 5,000)	_____
<u>Sold</u>	Starlight Table Decorations	(\$ 5,000)	_____
	Starlight Auction	(\$ 5,000)	_____
	Starlight Entertainment	(\$ 5,000)	_____
	Preview Party	(\$ 3,000)	_____
	“Under the Tree” (Kids Shopping)	(\$ 2,500)	_____
<u>Sold</u>	Dickens Village	(\$ 1,750)	_____
	“Celebrate the Children” Tree	(\$ 1,750)	_____
	Day Sponsor (Wed,Thur,Fri,Sat,Sun)	(\$ 1,500 Cash-5 opportunities)	_____
	Main Stage	(\$ 1,500)	_____
<u>Sold</u>	Candy Cane Forest (<i>Children’s area</i>)	(\$ 1,500)	_____
	Gingerbread Village	(\$ 1,250)	_____
<u>Sold</u>	A Visit With Santa	(\$ 1,250)	_____
	Santa’s Workshop (Kids Crafts)	(\$ 1,000)	_____
	Dancing Christmas Tree	(\$ 750)	_____
<u>Sold</u>	Parade of Holiday Wreaths	(\$ 750)	_____
	Holiday Stocking Parlor	(\$ 750)	_____
	Gift Basket Creations	(\$ 750)	_____

TREES ___ I will select my own decorator ___ I would like the Foundation to select a decorator

___ I have selected my decorator: Name: _____

___	Diamond Star	(\$15,000)	
___	Platinum Star	(\$10,000)	_____
___	Shining Star	(\$5,000)	_____
___	Shooting Star	(\$2,500)	_____
___	Festival Star	(\$1,750)	_____
___	Foundation Star	(\$1,000)	_____

FESTIVAL ANGELS

___ I would like to make a cash contribution of \$ _____ to support this magical event! _____

IMPORTANT TREE SPONSOR INFORMATION

We attempt to make sponsorships as simple as possible. The trees are the most popular aspect of *Festival* and, as luck would have it, they are also the most labor intensive.

As a tree sponsor, you will be asked whether you wish to choose your own designer or have the Foundation assign one to you. Please indicate your desire on the following items, by checking the appropriate box on the pledge form.

1. Select your own theme, work with the designer to select a theme, or allow the designer to select his/her own theme.
2. Influence how the tree is actually decorated or leave all creative aspects of the design up to the decorator.
3. Offer gifts under the tree. You might recruit these alone or together with the designer.
4. Compile the information needed for the auction booklet and comply with IRS regulations.

◆ Be sure to check the designer box on your sponsorship pledge sheet.

DON'T PANIC!!

◆ In most cases, the designer will prefer to take charge of the tree relinquishing you of that responsibility. In addition, Foundation staff is available to help whenever there is a question.

THE TREES ARE THE THING!

◆ The trees are the primary reason people come to *Festival*. Each year they create an awe-inspiring array of color and lights. Thank you in advance for considering being a part of this wonderful community event.

If you have questions - please call Margie Brooks at 541 228-3003