

# Sponsorship Package



**Friends of Caroline**

**The Tabby Place, 913 Port Republic St.**

**Beaufort, SC**

**December 1<sup>st</sup>-6<sup>th</sup>, 2016**

## THE FESTIVAL

The Festival of Trees benefiting Friends of *Caroline* is one of Beaufort's beloved holiday celebrations. The 2016 Festival continues a tradition that started twenty-nine years ago. The Festival showcases beautifully decorated trees that are judged for their originality and creativity. The Festival kicks off with an Opening Gala featuring a silent auction, music, wine, beer and appetizers from local restaurants. This year's event will be held at The Tabby Place December 1st through the 6th. The Opening Gala will be Thursday, December 1st from 6:00 pm to 9:00 pm. More than 350 individuals usually attend this reception where the trees are previewed prior to opening to the general public on Friday, December 2nd.

## FRIENDS OF CAROLINE HOSPICE

FRIENDS of *Caroline* is committed to providing the highest quality care to patients and families of those suffering from a life-limiting illness. FRIENDS is a local, non-profit, Medicare-certified hospice provider that has been serving throughout Beaufort County for the past 36 years. Adult Bereavement and Support groups are offered to family members of patients served by FRIENDS as well as any member of the community at large who has experienced a loss. Donations from individuals, businesses and foundations allow FRIENDS of *Caroline* to provide hospice care, bereavement and caregiver support services to all individuals in our community regardless of their ability to pay. FRIENDS of *Caroline*, "adding life to days".



<b>event date</b>	<b>DECEMBER 1-6<sup>h</sup>, 2016</b>
<b>site</b>	THE TABBY PLACE 913 Port Republic Street
<b>city/state/zipcode</b>	BEAUFORT, SC 29902
<b>site rep/phone</b>	Melissa Viets Office-843-525-6257 Cell-928-271-9283
<b>event hours</b>	Dec 1 <sup>st</sup> Gala 6PM – 9PM Dec 2 10am-8PM Dec 3 12pm-6PM 8:30 5K 11:00 YOGA in the Trees Dec 4 12pm-5pm Dec 5&6 10am-7PM
<b>set-up</b>	NOVEMBER 29 <sup>th</sup> 9AM-5PM
<b>tree decorating</b>	NOVEMBER 30 <sup>th</sup> RD 9AM-7PM DECEMBER 1 <sup>st</sup> 9AM-12PM
<b>est. # of attendees</b>	1500+
<b>opening reception</b>	350 - 400
<b>festival</b>	2,000-2,500

### GET INVOLVED

<http://friendsofcarolinehospice.org>

Melissa Viets/ Director of Community Outreach  
Friends of Caroline

[melissa@friendsofcarolinehospice.com](mailto:melissa@friendsofcarolinehospice.com)

843-525-6257

Make Checks payable to FRIENDS of Caroline HOSPICE, please put "Festival of Trees" on the memo line.

Mail to:

Friends of Caroline Hospice

Attn: Melissa Viets

1110 13<sup>th</sup> Street

Port Royal, SC 29935

# SPONSORSHIP LEVELS



## **Festival of Trees Title Sponsorship: \$10,000**

Category exclusivity and official Gala sponsor, branding presence with logo on the following: Friends' website, Friends' and Festival of Trees' Facebook pages. Guaranteed 5 posts on Social Media "Twelve Days" Campaign. Logo placement on banner displayed at Ribaut Rd and Bay Street plus all media and printed collateral. Custom branding at event location.

**Title sponsor also receives one larger tree to decorate, 20 General Admissions passes good for each day and 6 tickets to the Opening Reception Gala on Thursday, 12/1/16 from 6:00PM-9:00PM.**



## **Grand Garland: \$5000**

Branding presence with logo on the following: Friends' website, Friends' and Festival of Trees' Facebook pages. Guaranteed 3 posts on Social Media "Twelve Days" Campaign. Logo placement on banner displayed at Ribaut Rd and Bay Street plus on media and printed collateral. Custom branding at event location.

**Grand Garland sponsor also receives one tree to decorate, 10 General Admissions passes good for each day and 4 tickets to the Opening Reception Gala on Thursday, 12/1/16 from 6:00PM-9:00PM.**



## **"Catch me if you can" Gingerbread Run/Walk: \$2500**

On Saturday Dec 3<sup>rd</sup> we will be putting on a 5K Gingerbread Run/Walk. We will use this money towards our t-shirts for the 5K as well as anything else that may be needed for the event. We anticipate a great turn out for this event (Weather Permitting).

Branding presence with logo on the following: Friends' website, Friends' and Festival of Trees' Facebook pages.

Gingerbread Sponsor also receives 6 General Admissions passes good for each day and 2 tickets to the Opening Reception Gala on Thursday, 12/1/16 from 6:00PM-9:00PM.



## Snowflake: \$1500

Select one branding activity:

Tabby Place courtyard staging with trees and banner \_\_\_\_\_

Sunday Snow Day \_\_\_\_\_

Festival Shoppes \_\_\_\_\_

**\*see attachment for activity implementation and details**

Branding presence at activity site, on FRIENDS' and Festival of Trees' Facebook sites and logo on event posters and t-shirts.

Snowflake Activity Sponsor also receives 4 General Admissions passes good for each day.



## Candy Cane: \$1000

Select one branding activity:

Holiday Treats table \_\_\_\_\_

Hot Chocolate table \_\_\_\_\_

**\*see attachment for activity implementation and details**

Branding presence at activity site, on FRIENDS' and Festival of Trees' Facebook sites and logo on event posters and t-shirts.

Candy Cane Sponsor also receives 2 General Admissions passes good for each day.



## Helping Hands: \$750-\$999

Sponsor one of the following:

Gala beverages \_\_\_\_\_

Event t-shirts \_\_\_\_\_

Christmas trees \_\_\_\_\_

Event Signs and Banners \_\_\_\_\_

**Branding presence at activity site, on FRIENDS' and Festival of Trees' Facebook sites and logo on event posters and t-shirts.**



**Reindeer: \$500-\$749**

**Sponsor one of the following:**

The Memory Tree \_\_\_\_\_

Ornaments for undecorated trees \_\_\_\_\_

Radio advertisements \_\_\_\_\_

TV commercials \_\_\_\_\_

**Branding on FRIENDS' and Festival of Trees' Facebook sites and logo on event posters and t-shirts.**



**Santa's Elves: \$100- \$499**

**Thank you for your generous donation. Your funds will be used wisely to further ensure a successful event. Examples may include a Military reception for the families receiving the donated trees, extra supplies, volunteer and staff needs and unexpected surprises, which always occur at the last minute!**



Yes, I would love to be a Sponsor!

CONTACT NAME

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BUSINESS NAME

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BUSINESS ADDRESS

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E-MAIL/PHONE

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Invoice will be sent for payment.

To assure logo correct logo used on print collateral, please email HIGH RES LOGO to [melissa@friendsofcarolinehospice.com](mailto:melissa@friendsofcarolinehospice.com).