

# TREE SPONSORSHIP

DECK THEM HALLS!



On behalf of the event committee and Being Alive SD, our beneficiary, thank you for considering your sponsorship of a tree for our 2nd annual Festival of Trees San Diego! We are thrilled to have you involved! Here are a few things to consider as you begin the creative process.

**Questions? Contact Bobby Gordon: [festivaloftreesd@gmail.com](mailto:festivaloftreesd@gmail.com) or (619) 630-0769**

## THE BASICS

- **Artificial trees only** – no live trees, please
- **"Head-to-Toe" decor** (topper, skirt, etc.)
- **Electricity** – one electrical outlet per tree, so light it up!
- **Minimum 5' tall** – no height limit
- **Securely attach all decorations\***

## TIMELINE AND DEADLINES

**Now: Email the following to [festivaloftreesd@gmail.com](mailto:festivaloftreesd@gmail.com) :**

- Tree Theme and Tree Title (if different) – themes are first-come-first-served, no duplicates
- Logo of Sponsor/Designer (See logo requirements sheet)
- Contact Info for Designer/Sponsor (phone/email)

**Oct 1: Event Tickets Go Live**

**Nov 9: Email the following to [festivaloftreesd@gmail.com](mailto:festivaloftreesd@gmail.com) :**

- The names of 2 guests per tree sponsor who may attend the event for free
- Pics of tree decoration progress to-date
- 1-paragraph description (3 sentences) about your tree
- Approximate dollar-value of the tree and all items being donated to the event\*\*

**Nov 14: Tree Set Up at insideOUT**

- Times for tree set up will be designated closer to this date

**Nov 14-19: Online PR for Trees & Sponsors**

**Nov 20: Event 4-8pm at insideOUT**

**Nov 21: Trees delivered to winners' homes**

*Courtesy of: Junk Medics and SD Armada Rugby Football Club*

*Flip for more!*



[www.festivaloftreesSD.org](http://www.festivaloftreesSD.org)

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## CONSIDERATIONS

- Your tree will be auctioned off live at the event on November 20, 2022.
- To be included in the tree auction, event promotion, etc., your tree must be set up at insideOUT per this schedule, on November 14, 2022.
- Please include full 360-degree decorations around the whole tree, not just the “front” of the tree.
- Optional additions include business discounts, item baskets, etc., but these are neither required nor expected. If your tree includes these, please email that information on or before November 14, 2022 to [festivaloftreesd@gmail.com](mailto:festivaloftreesd@gmail.com) (please do not wait until the night of the event to provide this information to ensure inclusion in announcements).
- Tree winners will have their trees delivered to their homes by the FOT committee and/or a professional mover. Consider amazing and creative designs people will want in their homes for the holidays.
- Be “over the top!” This is our premiere LGBTQ+ holiday kick-off event in Hillcrest, and your tree represents your brand. Our main source of funds for this event is from tree auctions. *You can be fabulous on a budget!*
- Press/PR: We anticipate at least one TV station will cover the event the week-of, and we will promote your tree designs and businesses online. Consider displaying the tree at your business in the week(s) before delivery, to encourage event awareness, ticket sales, and attendance.
- Tree Set-Up: You’ll have a limited time to set up your tree on Monday, November 14, so we recommend that most decorations are already set up on the tree before arrival, that you “wrap” your tree in large movers’ plastic for delivery to insideOUT, and then “fluff” the tree onsite at insideOUT. You should not be fully setting up your tree on the day of the event.

**\*Secure all decorations to the tree** (twist ties, wire ties, etc.) **as trees will be moved into place for the event at the venue and then delivered to homes of winners after you set them up at insideOUT. Hot glue guns don’t work.**

**\*\*Tax Donation Letter:** We will provide you a 501c-3 tax donation letter based on the declared and reported value of your tree and related items (see above reporting deadline) for potential use in your 2022 tax filings. Please email that information to [festivaloftreesd@gmail.com](mailto:festivaloftreesd@gmail.com) on or before November 9, 2022.



[www.festivaloftreesSD.org](http://www.festivaloftreesSD.org)