

FUNDRAISING STRATEGY

SPARKLE, GLITTER, & JINGLE ALL THE WAY



Our strategy is simple: We maximize our sponsorships and donations, as we strive to minimize the cost of our annual event and provide the most impactful financial donations to our chosen beneficiaries.



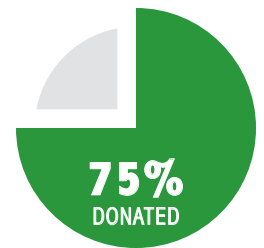
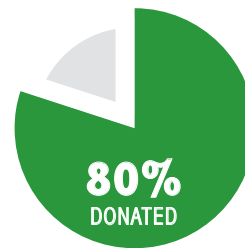
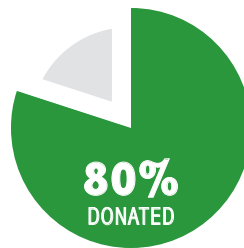
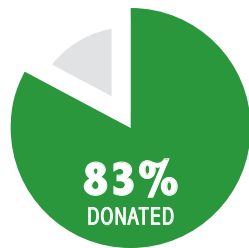
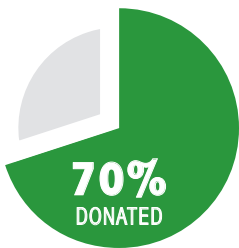
2021
(YEAR 1)

2022
(YEAR 2)

2023
(YEAR 3)

2024
(YEAR 4)

2025
(YEAR 5)



BGCA

BIG GAY CALIFORNIA

As a 501(c)(3), non-profit private foundation, BGCA and its signature event, Festival of Trees, is a **100% volunteer organization**.

We don't pay salaries to employees, we don't have an "office" location, and we have very low overhead costs as an organization. This strategically places our organization in a unique position to maximize the impact of your donations with a significant and direct impact in our local community.

We've collectively raised over \$230,000 in five short years for our community HIV/AIDS and LGBTQ+ youth mental health/suicide prevention.

Your generous donations help us support these vital, local services in San Diego.

www.festivaloftreesSD.org



2026 BENEFICIARY

A SEASON OF GIVING



The fundraising efforts from this year's Festival of Trees will directly impact HIV/AIDS and LGBTQ+ youth suicide prevention in our community.

stepping stone 50th

50 YEARS OF SAVING LIVES

Celebrating its 50th year of impact in the local San Diego Community, **Stepping Stone** creates, improves and delivers alcohol and other drug treatment, HIV, suicide prevention and other health interventions, recovery, education and prevention services specializing in the challenges of the gay, lesbian, bisexual and transgender communities. A combination of outpatient and residential opportunities offer a wide variety of integrated mental and behavioral health support, including the goals to strengthen evidence-based programming, expand outpatient facilities, increase sober living beds, and better serve underrepresented populations, particularly women and transgender/non-binary individuals.

Overall Impact:

- **361 Total Clients Served** (118 residential, 127 new OP, 116 existing OP)
- **100+ Community Partners & Referral Resources**
- **79% Referred to Job and Educational Opportunities**

Treatment Services Delivered:

- **3,871 Individual Therapy Sessions**
- **3,308 Group Sessions Provided**
- **193 Clients Successfully Completed Treatment**

Learn more about Stepping Stone at steppingstonesd.org

Festival of Trees San Diego is the premier annual fundraising event of Big Gay California — a 501(c)(3) non-profit organization.
Learn more at festivaloftreesd.org/bgca



≡ HILLCREST'S HOLIDAY KICK-OFF ≡

SPONSORSHIP OPPORTUNITIES

'TIS THE SEASON



Thank you for considering sponsorship of the 6th annual Festival of Trees San Diego, benefiting Stepping Stone of San Diego, whose programs collectively support a wide array of local HIV/AIDS resources and LGBTQ+ youth mental health and suicide prevention efforts. We are thrilled to have you involved in BGCA's premier fundraising event, whose mission is to provide assistance and support to the LGBTQ+ and allied communities in California. Each year we auction off over-the-top decorated (artificial) trees to celebrate Hillcrest's official holiday season kick-off. Here are several options to consider as a potential sponsor:

Questions? Contact Bobby Gordon: bobby@festivaloftreesd.org or (619) 630-0769

TREE SPONSORSHIP: Create Your Own Tree

We invite designers, businesses, and organizations to create and donate their own trees to represent their vision of the holidays! You create a fabulous tree theme, decorate it, and deliver it the week of the event to Rich's San Diego where our elves will move your tree into position for the event. Our elves then deliver it to the lucky winner from our live tree auctions!



TREE SPONSORSHIP: Sponsor a Designer

If you're not Martha Stewart or Carson Kressley, we have several local designers who would love for you to contract with them to decorate a tree and represent you, your organization, or business. Contact Bobby Gordon at bobby@festivaloftreesd.org for more information.

SILENT AUCTION ITEMS & DONATIONS

We're always on the lookout for amazing and fabulous items for our silent auction. Themed baskets, date-night packages, and unique gifts will be featured with your logo as the sponsor live at the event!

FINANCIAL SPONSORSHIP LEVELS

- Dasher Sponsor: \$500 - \$999
- Prancer Sponsor: \$1000 - \$1499
- Vixen Sponsor: \$1500 - \$2499
- Rudolph Sponsor: \$2500+

Flip for more!



BENEFITING

**stepping
stone** 50th

50 YEARS OF SAVING LIVES

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BGCA
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SPONSORSHIP TIERS

YULE SPARKLE WITH THESE BENEFITS



Financial Sponsorship Levels
Benefits →

	DASHER \$500-\$999	PRANCER \$1000-\$1499	VIXEN \$1500-\$2499	RUDOLPH \$2500+
Logo on Main Poster	★	★	★	
Logo on Xmas in July Promo	★*	★	★	
Social Media Mentions	1	2	3	
Fall Postcard Promo	★**	★	★	
Website Reciprocal Link	★	★	★	
At-Event Promo	★	★	★	
GA Tickets	2			
Early Access GA Tickets		2	4	

SLEIGH YOUR PACKAGE!
Flexible options for our most impactful sponsors,
with VIP tickets.



Dasher Sponsor \$500 - \$999 Logo on event promotion; logo and reciprocal link on website; One social media mention; at-event promotion; Two General Admission tickets.

*For inclusion on Christmas in July postcard promotions, sponsors must confirm and pay by July 1.

**For inclusion on fall postcard (first round) promotions, sponsors must confirm and pay by August 1.

Prancer Sponsor \$1000 – \$1499 Logo on event promotion; logo and reciprocal link on website; Two social media mentions; at-event promotion; Two General Admission Early Access tickets.

Vixen Sponsor \$1500 – \$2499 Logo on event promotion; logo and reciprocal link on website; Three social media mentions; at-event promotion; Four General Admission Early Access tickets.

Rudolph Sponsor \$2500+ Sleigh Your Package! Our most impactful financial sponsorship is negotiated with organizations and includes perks such as VIP tickets, digital main stage logo placement, and increased visibility through enhanced promotions, prior to and at the event. Contact Bobby Gordon at bobby@festivaloftreesd.org to discuss options.

Tree Sponsor The trees are the sparkly stars of this show, and we are thankful for our organizations who invest significant resources and funding in making their trees absolutely fabulous! Benefits include: logo on event promotion, logo/reciprocal link on website, and more.

Comet Sponsor (Silent Auction) Our silent auction donors enjoy many benefits, including: one social media mention, and at-event promotion with your logo and your donated items.

Blitzen Sponsor (Media/In-Kind) We are so grateful for our media and community partners for their help in providing valuable advertising, cross-promotion, volunteers, and more! Benefits are negotiated depending on the type of in-kind or reciprocal opportunities available.

Wine Pull Add-On Sponsorship! All sponsors are invited to add a fabulous bottle of wine for our annual Wine Pull, where guests can select from a variety of donated bottles all wrapped up to look the same. Additional benefits with the Wine Pull include significant logo placement at the event table and promotions, your logo/business card included with the wine bottle, and more! Please consider Wine Pull donations at a \$40+ retail value.



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TREE SPONSORSHIP

DON WE NOW OUR GAY APPAREL



On behalf of the event committee and Stepping Stone (our beneficiary), we thank you for considering sponsorship of a tree for our 6th annual Festival of Trees San Diego. Below are a few things to consider as you begin the process.

Questions? Contact Bobby Gordon: bobby@festivaloftreesd.org 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***
- **360° design** – decorate all sides

Flip for more!

TIMELINE AND DEADLINES

Now: Email the following to board@festivaloftreesd.org:

- Decide if you want to design your own tree or work with one of our designers
- Tree theme and tree title (if different) – themes are first-come-first-served, no duplicates
- Confirm tree theme by July 1 for inclusion in Christmas in July promotions; otherwise, tree sponsors will be included digitally and on the final large print poster in early November.
- Logo of sponsor/designer (see logo requirements sheet)
- Contact info for designer/sponsor (phone/email)

Check out our gallery of trees.



Oct 1: Event tickets go live

Nov 8: Email the following to board@festivaloftreesd.org:

- The names and emails of three (3) guests per tree sponsor who may attend the event for free
- Photos of tree decoration progress to-date
- One paragraph description (three sentences at most) about your tree
- Approximate dollar value of the tree and all items being donated to the event**

Nov 8-21: Online digital and print PR for trees & sponsors

Nov 20 & 21: Tree drop off and set up at Rich’s

- Times for you to drop off your tree at Rich’s will be designated closer to this date.

Nov 22: Afternoon “fluff” your tree, 4-8pm event at Rich’s

- Tree sponsors will be scheduled and staggered for tree fluffing the day-of
- 4pm is your Tree Sponsor General Admission Early Access entry

Nov 23: Trees delivered to winners’ homes

- Tree delivered by San Diego Armada Rugby Football Club



TREE SPONSOR BENEFITS

- **Logo on printed event promotions Fall 2026**
- **Two (2) social media mentions**
- **Website reciprocal link**
- **Logo on tree sponsor promo and event promotions**
- **Logo on Christmas in July event promotions** (confirm by July 1)
- **Prominent at-event logo placement**
- **Three (3) General Admission Early Access tickets**



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TREE SPONSORSHIP

DON WE NOW OUR GAY APPAREL



CONSIDERATIONS

- Your tree will be auctioned or raffled live at the event on November 22, 2026.
- To be included in the tree auction, event promotion, etc., your tree must be set up at Rich's per this schedule (we cannot accommodate same-day-as-the-event tree delivery). We do significant social media, digital, and pre-event print promotion of businesses online and in print in advance of the event, so the earlier you're ready with your tree concept, design, etc., the more we can promote you!
- 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 8, 2025 to board@festivaloftreesd.org.
- Tree winners will have their trees delivered to their homes by the inclusive Armada Rugby Football Club. If your tree decorations are fragile upon drop-off, we encourage you to re-secure them before delivery. 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, AND you can be fabulous on a budget without breaking the bank!
- Press/PR: TV stations consistently cover this event, 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 amount of time to set up your tree on Friday, November 20 or Saturday, November 21, so be prepared with most decorations are already set up on the tree before tree drop off. We will schedule you to arrive early on November 22 to "fluff" your tree on-site at Rich's the day of the event. You will not have time to fully set up your tree on-site or on the day of the event. This is when you bring your tree topper and tree skirt to the tree set-up time we schedule with you.

***Secure all decorations to the tree** (twist ties, wire ties, etc. — no glue guns) **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 on-site. Rule of thumb: if your decorations are fragile and fall off as you deliver the tree to us, we recommend rethinking how to decorate or secure those decorations before tree drop off.**

**Tax donation letter: we will provide you a 501(c)(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 2026 tax filings. Please email that information to bobby@festivaloftreesd.org on or before November 9, 2026.



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SILENT AUCTION

NOT SO SILENT NIGHT, DECK THEM HALLS



On behalf of the event committee and Stepping Stone (our beneficiary), we thank you for considering sponsoring a Silent Auction Package for our 6th annual Festival of Trees San Diego! We are thrilled to have you involved!

Questions? Contact us at silentauction@festivaloftreesd.org

YOUR DETAILS

Please complete the form online at festivaloftreesd.org/auction-donation-form
(Scan the QR code below for quick access to the form)

Flip for more!

TIMELINE AND DEADLINES

Now: Email the above information so we know you intend to donate, and begin to organize your items. We'll contact you to pick up your donation.

By Sept 15: Complete the online Silent Auction Donation Form. Be sure to fully complete this form, upload your organization's logo, and include your social media handles so we can tag you.

Oct 1: Event tickets go live.

Oct 1 – Nov 21: Online PR for silent auction donors (including logos, online links, etc.)

Nov 22: Event 5-8pm – Winners depart with winning silent auction items that evening!

Late December: Silent auction donors receive tax donation letters if they provided information to do so.



Remember to complete your donation form online!



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SILENT AUCTION

NOT SO SILENT NIGHT, DECK THEM HALLS



SILENT AUCTION DONOR BENEFITS

- Our silent auction donors enjoy many benefits, including: one social media mention, at-event promotion with your logo, your donated items prominently displayed, and a donor discount off of General Admission tickets.

CONSIDERATIONS

- Please organize and wrap baskets, items, etc. in clear plastic for display, except for gift cards, envelopes, etc.
- Please be specific with your approximate value and descriptions as we will create a description display to accompany your item(s) at the event.
- Your item(s) will be auctioned off at the event, not online.
- Need help thinking of items to donate? Email us at silentauction@festivaloftreesd.org and we'll help!
- Silent auction donations may be made in the memory of individuals we've lost to HIV/AIDS or suicide. Please include those details in your online Silent Auction Donor Form, or, contact us at silentauction@festivaloftreesd.org with questions. In memoriam dedications will be included on silent auction signage at the event.

**Tax donation letter: We will provide you a 501(c)(3) tax donation letter based on the information you provide, including the declared and reported value of your tree and related items (see above reporting deadline) for potential use in your 2026 tax filings.



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LOGO REQUIREMENTS

YOU'LL FIND NO COAL IN OUR STOCKINGS!



We are upping our game all the way to the North Pole with high resolution graphics in every part of our design materials – and we want to make sure you look your best for Santa! Our goal is to maximize your sponsorship through the best representation of your brand.

NICE:

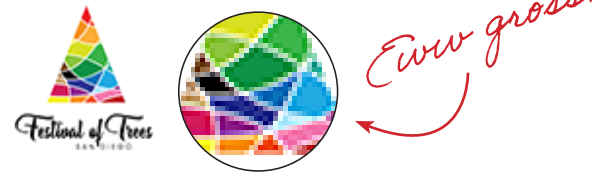
(in preferred order)

Adobe Illustrator, Vector PDF, SVG, EPS



NAUGHTY:

**PNG, JPEG, GIF, TIFF, Scanned PDF,
Microsoft Word or PowerPoint**



Q: I only have a naughty format, can I just save it as a nice format?

A: No. Resaving the file won't make it suitable for clean, large-scale printing. The source file is required.

Q: All I have is the naughty format, but I want to look nice. What can I do?

A: We can connect you with a graphic artist who can re-draw your logo for a discounted fee. You can use the resulting file in the future on everything from print materials, to your website.

Q: What if I don't submit a nice format or have my logo recreated into a nice format?

A: Your logo will likely turn out pixelated and will stand out like a lump of coal against the other nice logos on print materials. We will notify those who do not submit nice logos.

Send your NICE logo to board@festivaloftreesd.org

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TIDINGS OF CHRISTMAS PAST

'TIS THE SEASON OF GIVING



More pics!



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BCCA
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