

SPONSORSHIP OPPORTUNITIES

'TIS THE SEASON



Thank you for considering sponsorship of the 5th annual Festival of Trees San Diego, benefiting the North County LGBTQ Center and TransFamily Support Services, 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



Festival of Trees San Diego is the premier annual fundraising event of Big Gay California — a 501(c)(3) non-profit organization.

www.festivaloftreesd.org

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 Poster*	★	★	★	
Social Media Mentions	1	2	3	
Wine Pull Add-On	★	★	★	
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.



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.

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; 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! Sponsors are invited to add a fabulous bottle of wine for our first-ever Wine Pull, where guests can select from a variety of donated bottles all wrapped up to look the same. Additional benefits include significant logo placement at the event table and promotions, your logo/business card included with the wine bottle, and more!

New for 2025!

Christmas in July Confirm your specific tree theme and/or financial sponsorship on or before July 1 to be included in our digital and print "Christmas in July" event promotions during and after San Diego Pride!

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FUNDRAISING STRATEGY

SPARKLE, GLITTER, & JINGLE ALL THE WAY

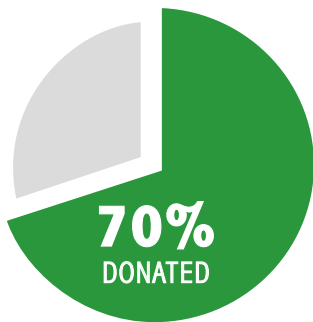


Our strategy is simple: We maximize our sponsorships and donations, as we strive to minimize the cost of our annual event and provide the most impactful financial donations to our chosen beneficiaries.

BEING ALIVE
AIDS/HIV SERVICES SAN DIEGO

2021

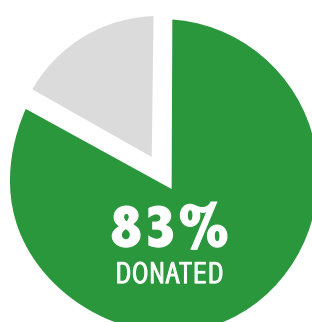
(YEAR 1)



BEING ALIVE
AIDS/HIV SERVICES SAN DIEGO

2022

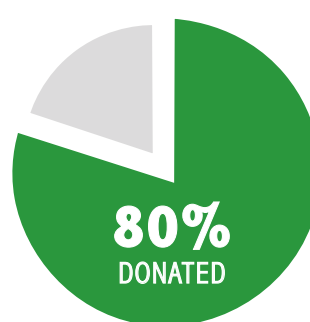
(YEAR 2)



BEING ALIVE
AIDS/HIV SERVICES SAN DIEGO

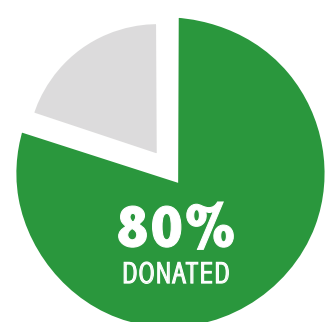
2023

(YEAR 3)



2024

(YEAR 4)



We've collectively raised nearly \$180,000 in four 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.

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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.

2025 BENEFICIARIES

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.



The North County LGBTQ Resource Center is dedicated to serving, empowering, and advocating for North County's diverse LGBTQI community across San Diego. Their mission is to foster a community where everyone is treated equally and feels accepted, valued, safe, and free from social stigma.

Established in 2011 and in a new home as of 2024, the North County LGBTQ Resource Center offers essential services aimed at educating and improving the lives of the LGBTQ+ community. These services include support groups for youth, seniors, and military personnel, HIV/AIDS testing and prevention, counseling, civil rights advocacy, educational classes, and workgroups.

Annually, the Center hosts Oceanside's "Pride by the Beach," providing a safe and welcoming space for over 20,000 LGBTQ+ residents, families, and allies. The Center has made a significant impact in North County San Diego, delivering nearly 13,000 behavioral health hours to local residents in 2024 alone - an increase of nearly 300% in direct mental health services year-over-year. Specifically, their Unicorn Village Program provides safe housing for youth, further demonstrating their commitment to the community.

The North County LGBTQ Resource Center is affectionately known as the "Little Center that Could" for its remarkable efforts and accomplishments.

Learn more about the Center at
www.ncresourcecenter.org/visibility-accountability



TransFamily Support Services (TFSS) was founded in 2015 in response to four local teen suicides in the San Diego community. The work at TFSS is of personal importance to Executive Director Kathie Moehlig, whose son began his own transition over a decade ago at the age of 11. When his journey began, Kathie was struck by the lack of services for transgender youth, even in a city as large as San Diego. She also soon realized the critical importance of familial support and understanding for this population.

TFSS' vision is a world in which transgender and nonbinary youth are accepted, loved, honored, valued, and fully integrated into society. They make an immediate difference in the lives of our transgender/nonbinary youth and their families by addressing their emotional, mental and physical health care needs so that all youth can thrive as their authentic selves.

TFSS programming provides supportive and free interventions to stimulate positive mental and behavioral health, including suicide prevention, among transgender and gender non-binary (GNB) youth up to the age of 30, a population that has historically been subjected to significant discrimination and exclusion. TFSS has proudly served over 6,000 families, and over the past decade, the private foundation has established itself as a trusted and indispensable resource by creating safer, more inclusive environments in homes, schools, workplaces, and communities.

Learn more about TFSS at
www.transfamilyosos.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 ≡

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TREE SPONSORSHIP

DON WE NOW OUR GAY APPAREL



On behalf of the event committee, the North County LGBTQ Resource Center, and TransFamily Support Services (our beneficiaries), we thank you for considering sponsorship of a tree for our 5th 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: 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

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
- 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 board@festivaloftreesd.org:

- The names 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 9-22: Online digital and print PR for trees & sponsors

Nov 21 & 22: Tree set up at Rich’s

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

Nov 23: 3pm “fluff” your tree, 4-8pm event at Rich’s

- 4pm is your Tree Sponsor General Admission Early Access entry

Nov 24: Trees delivered to winners’ homes

- Tree delivered by San Diego Armada Rugby Football Club



TREE SPONSOR BENEFITS

- **Logo on event promotions**
- **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**
- **Potential media opportunities** (TV, podcast, radio)

Flip for more!



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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 23, 2025.
- 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 9, 2025 to board@festivaloftreesd.org.
- Tree winners will have their trees delivered to their homes by the gay 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 time to set up your tree on Friday, November 21 or Saturday, November 22, so be prepared with most decorations are already set up on the tree before tree drop off. You'll then have less than one hour 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.

***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 2025 tax filings. Please email that information to bobby@festivaloftreesd.org on or before November 9, 2025.



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www.festivaloftreesSD.org

SILENT AUCTION

NOT SO SILENT NIGHT, DECK THEM HALLS



On behalf of the event committee, the North County LGBTQ Resource Center, and TransFamily Support Services (our beneficiaries), we thank you for considering sponsoring a Silent Auction Package for our 5th annual Festival of Trees San Diego! We are thrilled to have you involved!

Questions? Contact Justin Rajah at silentauction@festivaloftreesd.org

Flip for more!

YOUR DETAILS

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

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 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 22: Online PR for silent auction donors (including logos, online links, etc.)

Nov 23: Event 5-8pm – Winners depart with winning silent auction items that evening!

Late December: Silent auction donors receive tax donation letters.



*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 and your donated items prominently displayed.

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 Justin Rajah 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 Justin Rajah at silentauction@festivaloftreesd.org with questions. In memoriam dedications will be included on silent auction signage at the event.

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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:

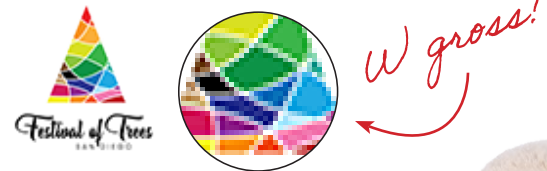
(in preferred order)

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. It would be like taking a black & white picture, making a color photo copy, and calling it color.

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



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