

# Sponsorship Opportunities



**TIS THE SEASON!**

Thank you for considering sponsorship of the 4th annual Festival of Trees San Diego, benefiting the North County LGBTQ Center, whose programs support a wide array of local HIV/AIDS resources and LGBTQ+ youth 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 and have a grand kick-off for the holiday season. You have several options to consider as a potential sponsor...

**Questions? Contact Bobby Gordon: [bobby@festivaloftreesd.org](mailto: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 own 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 where it'll be featured all week. Our elves then deliver it to the lucky winner from our live tree auctions! All trees are artificial and a minimum of 5' tall.

## **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.

## **SILENT AUCTION DONORS**

We're always on the lookout for amazing and fabulous items for our silent auction. Wine or liquor 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+

### **VENUE SPONSOR**



### **BENEFITING**



*Flip for more!* →

# Sponsorship Tiers

YULE SPARKLE WITH THESE BENEFITS!



*Sponsor Levels*  
*Benefits*

	DASHER \$500-\$999	PRANCER \$1000-\$1499	VIXEN \$1500-\$2499	RUDOLPH \$2500+
Business Sponsor Directory	★	★	★	
Logo on the Main Poster	★	★	★	
1 Social Media Mention	★			
2 Social Media Mentions		★		
3 Social Media Mentions			★	
Website Reciprocal Link	★	★	★	
At Event Promo	★	★	★	
GA Tickets	2			
Early Access GA Tickets		2	4	

SLEIGH YOUR PACKAGE!  
Email [bobby@festivaloftreesd.org](mailto:bobby@festivaloftreesd.org) for more details



**New for 2024 – Festival of Trees Business Sponsor Directory** All sponsors and donors will be featured in our new Business Sponsor Directory, featuring our organization’s logo, website and contact information!

**Dasher Sponsor \$500 - \$999:** Logo on event promotion; logo/reciprocal link on website; 1 social media mention; at-event promotion; Sponsor Business Directory listing; 2 General Admission tickets

**Prancer Sponsor: \$1000 – \$1499:** Logo on event promotion; logo/reciprocal link on website; 2 social media mentions; at-event promotion; Sponsor Business Directory listing; 2 General Admission “Early Access” tickets

**Vixen Sponsor \$1500 – \$2499:** Logo on event promotion; logo/reciprocal link on website; 3 social media mentions; at-event promotion; Sponsor Business Directory listing; 4 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 and increased visibility through enhanced promotions, prior to and at the event. Contact Bobby Gordon at [bobby@festivaloftreesd.org](mailto: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; 1 social media mention; at-event promotion; Sponsor Business Directory listing; 2 General Admission “Early Access” tickets

**Comet Sponsor (Silent Auction)** Our Silent Auction donors enjoy many benefits, including: Logo/reciprocal link on website; 1 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 include: Logo on event promotion; logo/reciprocal link on website; 1 social media mention; at-event promotion; Sponsor Business Directory listing; 2 General Admission tickets.

# BGCA

## BIG GAY CALIFORNIA

As one of San Diego's newest non-profit 501(c)-3 organizations, BGCA is proud to present the 4th annual Festival of Trees San Diego on Sunday, November 24, at Rich's.

Our mission is to provide assistance and support to the LGBTQ+ and allied communities in California, including but not limited to the following areas of focus: HIV/AIDS; suicide prevention; health promotion; youth engagement and support; and, transgender and other under-represented populations within the LGBTQ+ and allied communities.

Annually, BGCA's premiere event is Festival of Trees, with 100% of the proceeds benefiting North County LGBTQ Resource Center this year.

**Learn more at [biggayca.org](http://biggayca.org)**



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, 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 over 4,000 behavioral health hours to local residents in 2023 alone. 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. The fundraising efforts from this year's Festival of Trees will directly impact HIV/AIDS and LGBTQ+ youth suicide prevention in our community.

**Learn more about the Center at [www.ncresourcecenter.org/visibility-accountability](http://www.ncresourcecenter.org/visibility-accountability)**



# Fundraising Strategy



## NOT SO SILENT NIGHT, DECK THEM HALLS

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

As a 501c3, non-profit private foundation, BGCA and 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. That strategically places our organization in a unique position to provide a significant impact in our local community. We are proud of our track record for donating the vast majority of funds raised to our beneficiaries since we began Festival of Trees.

We've raised over **\$112,000.00** in three short years for local HIV/AIDS resources, programs, and prevention! Help support our continued efforts as we now expand to include LGBTQ+ youth suicide prevention in our mission this year.

**2021**  
(YEAR 1)



**2022**  
(YEAR 2)



**2023**  
(YEAR 3)



# Tree Sponsorship

DON WE NOW OUR GAY APPAREL



On behalf of the event committee and the North County LGBTQ Center, our beneficiary, we thank you for considering sponsorship of a tree for our 4th 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](mailto: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\***

*Flip for more!*

## TIMELINE AND DEADLINES

**Now:** Email the following to [board@festivaloftreesd.org](mailto: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
- 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](mailto:board@festivaloftreesd.org) :

- 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 9-23:** Online Digital and Print PR for Trees & Sponsors

**Nov 22 & 23:** Tree Set Up at Rich’s

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

**Nov 24:** 3pm “Fluff” your tree, 4-8pm Event at Rich’s

**Nov 25:** Trees delivered to winners’ homes

## TREE SPONSOR BENEFITS

- Logo on Event Promotions
- 2 Social Media Mentions
- Website Reciprocal Link
- Logo on Tree Sponsor Poster and Promotions
- At-Event Logo Promo
- Sponsor Business Directory Listing
- 2 “Early Access” General Admission Tickets
- Potential Media Opportunities (TV interviews, etc.)



# Tree Sponsorship

DON WE NOW OUR GAY APPAREL



## CONSIDERATIONS

- Your tree will be auctioned or raffled off live at the event on November 24, 2024
- 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 and digital promotion of tree sponsors 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, 2024 to festivaloftreesd@gmail.com (please do not wait until the night of the event to provide this information to ensure inclusion in announcements).
- Depending on your progress, timing, and availability, we would like to do a quick social media "1 minute" preview video of your tree on or after November 9. We will not be doing videos during tree drop off this year. Videos are not guaranteed but they do gain a lot of promotion for your organization and the event. The earlier your tree is ready, the more we'll be able to promote your tree sponsorship.
- 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 Friday, November 22 or Saturday, November 23, so be prepared with most decorations are already set up on the tree before arrival, "wrap" your tree in large movers' plastic for delivery to Rich's, and then less than 1-hour to "fluff" your tree onsite at Rich's the day of the event. You will not have time to fully set up your tree on the day of the event.



**\*Secure all decorations to the tree** (twist ties, wire ties, etc. – no glue guns) **as trees will be move into place for the event at the venue and then delivered to homes of winners after you set them up on site.**

**\*\*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 2024 tax filings. Please email that information to [bobby@festivaloftreesd.org](mailto:bobby@festivaloftreesd.org) on or before November 9, 2024.





# Silent Auction



## NOT SO SILENT NIGHT, DECK THEM HALLS

On behalf of the event committee and the North County LGBTQ Center, our beneficiary, we thank you for considering sponsoring a Silent Auction package for our 4th annual Festival of Trees San Diego! We are thrilled to have you involved!

Questions? Contact Matthew Mowrey [silentauction@festivaloftreesd.org](mailto:silentauction@festivaloftreesd.org) 760.214.0363

### YOUR DETAILS

Please complete the form online at  
<https://festivaloftreesd.org/auction-donation-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 retrieve 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 23:** Online PR for Silent Auction donors (including logos, online links, etc.)

**Nov 24:** 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!*

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



# Silent Auction



## NOT SO SILENT NIGHT, DECK THEM HALLS

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### SILENT AUCTION DONOR BENEFITS

- Our Silent Auction donors enjoy many benefits, including: Logo/reciprocal link on website; 1 social media mention; Sponsor Business Directory listing; at-event promotion with your logo and your donated items.

### 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 Matthew Mowrey at [silentauction@festivaloftreesd.org](mailto: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 Matthew Mowrey at [silentauction@festivaloftreesd.org](mailto:silentauction@festivaloftreesd.org) about questions. In memoriam dedications will be included on Silent Auction signage at the event."

\*\*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 2024 tax filings.



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



# Logo Requirements



**YOU'LL FIND NO COAL IN OUR STOCKINGS!**

We are upping our game all the way to the North Pole in 2024 with high resolution graphics in every part of our design materials – and we want to make sure you look your best for Santa!  
Even if you have submitted your logo in the past, we need it again, please!

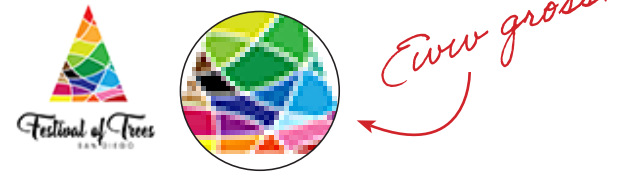
## NICE:

(in preferred order)  
Adobe Illustrator, Vector PDF, SVG, EPS



## NAUGHTY:

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



**Q: I 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, uniforms, signs, and even billboards.

**Send your NICE logo to: [board@festivaloftreesd.org](mailto:board@festivaloftreesd.org)**