



# THE BABY FOLD'S FESTIVAL of TREES

ONLINE NOV. 15-20, 2021 | INTERSTATE CENTER, BLOOMINGTON, NOV. 18-20, 2021

## CHAMPION

**\$20,000** and up

- "Presented By" acknowledgment on web, social media, printed material, and radio
- Logo used on all digital marketing
- Top billing on all print materials, including Pantagraph ad
- Advertisement on two digital signs
- Logo on the homepage of the event website
- Custom social media video promotion
- Click-through logo on homepage of auction website
- Logo featured on sponsor boards
- Naming rights and sponsor name announcement
- Full screen name and logo on the sponsor video
- Name displayed by 7 ft tree and a gingerbread creation
- 16 VIP Sponsor Hour reservations & 80 General Admission tickets

## GUARDIAN

**\$10,000** (up to \$19,999)

- Advertisement on two digital signs
- Logo on the homepage of the event website
- Custom social media video promotion
- Click-through logo on homepage of auction website
- Pantagraph ad mention
- Logo featured on sponsor boards
- Naming rights and sponsor name announcement
- Full screen name and logo on the sponsor video
- Name displayed by 7 ft tree and a gingerbread creation
- 12 VIP Sponsor Hour reservations & 60 General Admission tickets

## ADVOCATE

**\$5,000** (up to \$9,999)

- Custom social media video promotion
- Click-through logo on homepage of auction website
- Pantagraph ad mention
- Logo featured on sponsor boards
- Naming rights and sponsor name announcement
- Full screen name and logo on the sponsor video
- Name listing on event website
- Name displayed by 7 ft tree
- 8 VIP Sponsor Hour reservations & 40 General Admission tickets

## FRIEND

**\$3,000** (up to \$4,999)

- Half screen name listing on the sponsor video
- Social media mentions
- Name listing on auction website and event website
- Name listing on sponsor boards
- Name displayed next to 4 ft tree
- 4 VIP Sponsor Hour reservations & 20 General Admission tickets

## SUPPORT

**\$1,000** (up to \$2,999)

- Social media mentions
- Name listing on auction website and event website
- Name listing on the sponsor video and sponsor boards
- Name displayed next to wreath or centerpiece
- 2 VIP Sponsor Hour reservations & 10 General Admission tickets

### LAST YEAR'S SPONSORS ENJOYED:

- Guests visited The Festival of Trees website 8,635 times
- Over 244,500 vehicles saw Festival information on 4 billboards throughout Bloomington-Normal
- WBNQ, WJBC, and B104 listeners heard over 200 pre-recorded Festival ads in addition to interviews
- The Festival of Trees was in the newspaper and magazines 16 times, including a featured cover story
- 467 social media posts with 191,298 impressions/reach

## EXCLUSIVE NAMING RIGHTS

INCLUDED WITH ANY \$5000+ SPONSORSHIP



**CONTACT THE BABY FOLD TODAY!**

Development and Public Relations  
(309) 451-7202 - [publicrelations@thebabyfold.org](mailto:publicrelations@thebabyfold.org) - [www.FestOfTrees.org](http://www.FestOfTrees.org)



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## CONTRIBUTING PARTNER

### LOVE

\$500 - \$999

Name displayed next to 2 ft. tree  
Name listing on event website  
Listing on sponsor board  
Name listing on sponsor video  
Social media mention  
6 General Admission tickets

### HOPE

\$250 - \$499

Name listing on event website  
Listing on sponsor board  
Name listing on sponsor video  
Social media mention  
4 General Admission tickets

### COURAGE

\$100 - \$250

Listing on sponsor board  
Name listing on sponsor video  
Social media mention  
2 General Admission tickets

**100% OF THE PROCEEDS SUPPORT  
THE BABY FOLD'S VITAL WORK  
WITH CHILDREN AND FAMILIES.  
CONTACT THE BABY FOLD TODAY!**

## SENIOR DAY SPONSOR OPPORTUNITIES

THURSDAY, NOVEMBER 18, 2021

### EXCLUSIVE SENIOR DAY SPONSOR \$5,000

Exclusive Senior Day naming right  
Sponsor name announcement  
Pantagraph Ad mention  
Full screen name & logo listing on sponsor video  
Name listing on sponsor board  
Name listing on auction & event websites  
Bingo game recognition  
5 minute mini-presentation from stage  
One 8' sponsor table  
8 VIP Sponsor Hour reservations  
40 General Admission tickets

### SENIOR DAY TABLE SPONSOR \$1,000 (6 AVAILABLE)

Name listing on sponsor video  
Name listing on auction & event websites  
Bingo game recognition  
5 minute mini-presentation from stage  
One 8' sponsor table  
2 VIP Sponsor Hour reservations  
10 General Admission tickets

\*table sponsorship may be added to any other sponsorship  
\*table sponsor details and requirements available on request

**FOR SENIOR DAY INFO, CONTACT SAM GUILLORY AT:**

sguillory@thebabyfold.org  
(309) 451-7202



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## PLEDGE FORM

YES, I would like to sponsor The Baby Fold's 2021 Festival of Trees at the same level as in 2020.

YES, I would like to sponsor The Baby Fold's 2021 Festival of Trees at the level below:

- Champion Sponsor      \$20,000 and up    \$ \_\_\_\_\_
- Guardian Sponsor      \$10,000 - \$19,999    \$ \_\_\_\_\_
- Advocate Sponsor      \$5,000 - \$9,999      \$ \_\_\_\_\_
- Friend Sponsor          \$3,000 - \$4,999      \$ \_\_\_\_\_
- Support Sponsor        \$1,000 - \$2,999      \$ \_\_\_\_\_
- Senior Day Table Sponsor      \$1,000      \$ \_\_\_\_\_
- Contributing Partner      \$999 - \$100      \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

*In addition, I would like to pledge the same amount for 2022*

## CONVENIENT PLEDGE OPTIONS

Invoices for pledge payments will be sent out when pledge is received,  
unless a different payment option is preferred (indicate below).

Credit Card

Business Name: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Check Enclosed

(Payable to "Festival of Trees". Mail to: The Baby Fold, 108 E. Willow St, Normal, IL 61761)

## CONTACT INFORMATION

Name (please print): \_\_\_\_\_ Signature: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

**THANK YOU FOR SUPPORTING THE BABY FOLD'S VITAL WORK!**

For sponsorship information or to learn more about The Baby Fold, please call at (309) 451-7202.