



THE BABY FOLD'S

FESTIVAL of TREES

Online and at the Interstate Center Nov 2022

SPONSOR BENEFIT LEVELS

	CONTRIBUTOR \$500 to \$999	PARTNER \$1,000 to \$2,999	FRIEND \$3,000 to \$4,999	ADVOCATE \$5,000 to \$9,999	GUARDIAN \$10,000 to \$19,999	CHAMPION \$20,000 and up
Blessing Kids and Families	✓	✓	✓	✓	✓	✓
Sponsor Boards Listing	✓ Name	✓ Name	✓ Name	✓ Logo	✓ Logo	✓ Logo
General Admission Tickets	✓ 4	✓ 10	✓ 20	✓ 40	✓ 60	✓ 80
Sponsor Sign Next to:	✓ <4' Tree	✓ Wreath or Centerpiece	✓ 4' Tree	✓ 7' Tree	✓ 7' Tree & Gingerbread Creation	✓ 7' Tree & Gingerbread Creation
Sponsor Video Listing		✓ Name	✓ 1/2 Screen	✓ Full Screen Name & Logo	✓ Full Screen Name & Logo	✓ Full Screen Name & Logo
Mobile Bidding Website Listing		✓ Name	✓ Name	✓ Click-through Logo on All Pages	✓ Click-through Logo on All Pages	✓ Click-through Logo on All Pages
Festival of Trees Website Listing		✓ Name	✓ Name	✓ Name	✓ Logo on Homepage	✓ Logo on Homepage
Custom Social Media Video			✓	✓	✓	✓
Advertisement on 2 Digital Signs			✓	✓	✓	✓
Name Announcement During Event				✓	✓	✓
Radio Mentions				✓	✓	✓
Naming Rights for Area or Event				✓	✓	✓
Pantagraph Ad Mention					✓	✓
Year-long Brand Promotion Package*					✓	✓
Logo Used on All Digital Marketing						✓
Top Billing on All Print Materials						✓
"Presented By" Acknowledgement						✓

*Year-long Brand Promotion Package includes 1 e-newsletter mention, 1 social media mention, and 1 3-day long advertisement on 2 digital signs per quarter for 4 quarters -- promote your business year-round!

Sponsor The Baby Fold's Festival of Trees because local kids need your help!
(309) 451-7202 | PublicRelations@TheBabyFold.org | www.FestOfTrees.org



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SENIOR DAY SPONSOR LEVELS

	SENIOR DAY TABLE SPONSOR \$1,000 (6 available)*		EXCLUSIVE SENIOR DAY SPONSOR \$5,000	
Blessing Kids and Families	✓		✓	
One 8' Sponsor Table	✓		✓	
5 Minute Mini-Presentation from Stage	✓		✓	
Bingo Game Recognition	✓		✓	
Name Listing on Festival of Trees Website	✓		✓	
Mobile Bidding Website Listing	✓	Name	✓	Click-through Logo on All Pages
Sponsor Video Listing	✓	Name	✓	Full Screen Name & Logo
General Admission Tickets	✓	10	✓	40
Radio Mentions			✓	
Name Announcement During Event			✓	
EXCLUSIVE Senior Day Naming Right			✓	

*Senior Day Table Sponsorship may be added to any other sponsorship.

For Senior Day information, contact Sam Guillory at SGuillory@TheBabyFold.org or (309) 451-7202

Reach More Clients and Grow Your Business by Sponsoring the Festival of Trees

- Connecting thousands of potential clients to your brand
- Central Illinois' largest holiday event, a 29 year community tradition
- Mobile auction participation doubled in just one year
- Over 470 radio ads on 9 different stations in addition to on-site and in-studio interviews
- 16 different features in newspapers and magazines, including a cover story
- Over 420 social media posts with 155,968 impressions/reach



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PLEDGE FORM

- YES, I would like to sponsor The Baby Fold's 2022 Festival of Trees at the same level as in 2021.
- YES, I would like to sponsor The Baby Fold's 2022 Festival of Trees at the level below:

<input type="checkbox"/> Champion Sponsor	\$20,000 and up	\$ _____
<input type="checkbox"/> Guardian Sponsor	\$10,000 - \$19,999	\$ _____
<input type="checkbox"/> Advocate Sponsor	\$5,000-\$9,999	\$ _____
<input type="checkbox"/> Friend Sponsor	\$3,000-\$4,999	\$ _____
<input type="checkbox"/> Partner Sponsor	\$1,000-\$2,999	\$ _____
<input type="checkbox"/> Senior Day Table Sponsor	\$1,000	\$ _____
<input type="checkbox"/> Contributor Sponsor	\$500-\$999	\$ _____
	TOTAL	\$ _____



In addition, I would like to pledge the same amount for 2023

CONVENIENT PLEDGE OPTIONS

Invoices for pledge payments will be sent out when pledge is received, unless a different payment option is preferred as indicated 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 contact us:
(309) 451-7202 | PublicRelations@TheBabyFold.org | www.FestOfTrees.org**