



# THE BABY FOLD'S FESTIVAL of TREES

ONLINE & AT EASTLAND MALL, BLOOMINGTON • NOVEMBER 16-21, 2020

## 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 podium recognition
- Full screen name and logo on the sponsor video
- Name displayed by 7 ft tree and a gingerbread creation

## 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 podium recognition
- Full screen name and logo on the sponsor video
- Name displayed by 7 ft tree and a gingerbread creation

## 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 podium recognition
- Full screen name and logo on the sponsor video
- Name listing on event program and event website
- Name displayed by 7 ft tree

## 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

## 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

## MORE SPONSOR BENEFITS

Logo on two digital signs  
with over 16,000 daily views

Increased traffic to your website  
with click-thru logo on auction website

Increased engagement with a state of the art,  
interactive auction platform

Custom social media video and mentions  
reaching over 10,000 followers

## EXCLUSIVE NAMING RIGHTS

INCLUDED WITH ANY \$5000+ SPONSORSHIP



## CONTACT THE BABY FOLD TODAY!

\*Pledge Form due by Oct. 1 (payments due by Oct. 31)

Development and Public Relations

(309) 451-7202 - publicrelations@thebabyfold.org - www.FestOfTrees.org



# THE BABY FOLD'S FESTIVAL of TREES

ONLINE & AT EASTLAND MALL, BLOOMINGTON • NOVEMBER 16-21, 2020

## CONTRIBUTING PARTNER

### LOVE

\$500 - \$999

Name displayed next to 2 ft tree  
Name listing on event website  
Listing on sponsor boards  
Name listing on sponsor video  
Social media mention

### HOPE

\$250 - \$499

Name listing on event website  
Listing on sponsor boards  
Name listing on sponsor video  
Social media mention

### COURAGE

\$100 - \$249

Listing on sponsor boards  
Name listing on sponsor video  
Social media mention

**Here's what the community  
says about the Festival of Trees!**

*"3 generations going this year!"*

*"fabulous and fun"*

*"We had an AWESOME time  
and the trees were beautiful!"*

*"I want to attend,  
help other g's have much fun!"*



**Bringing Central Illinois the sights  
and sounds of Christmas for 27 years!**

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# THE BABY FOLD'S FESTIVAL of TREES

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## PLEDGE FORM

☐ YES, I would like to sponsor The Baby Fold's 2020 Festival of Trees at the same level as in 2019.

☐ YES, I would like to sponsor The Baby Fold's 2020 Festival of Trees, but 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"/> Support Sponsor      | \$1,000 - \$2,999   | \$ _____ |
| <input type="checkbox"/> Contributing Partner | \$999 - \$100       | \$ _____ |

Area Naming Right\*: \_\_\_\_\_

*\*Available to Champion/Guardian/Advocate Sponsors only*

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

☐ In addition, I would like to pledge the same amount for 2021

## CONVENIENT PLEDGE OPTIONS

Invoices for pledge payments will be sent out beginning September 15, 2020,  
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: \_\_\_\_\_

Pledge forms due by October 1, 2020.

**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.