

# FESTIVAL OF TREES

A Benefit for the Children's Hospital of Michigan Foundation

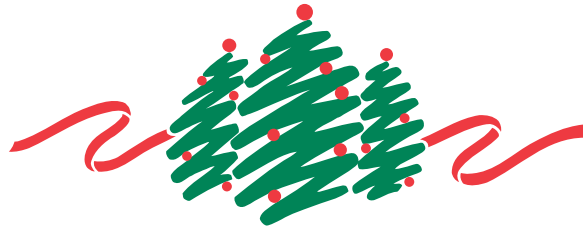


November 19 – 26, 2023

Ford Community & Performing Arts Center

15801 Michigan Ave., Dearborn, MI

*It's Tree-mendous!*



## FESTIVAL OF TREES

A Benefit for the Children's Hospital of Michigan Foundation

Dear Sponsor,

We are excited to announce that the 39th annual Festival of Trees will once again take place at the Ford Community & Performing Arts Center. As the safety of our volunteers, sponsors and guests remain our highest priority, we continue to make changes to ensure we are able to have an event that everyone will feel comfortable attending.

Festival of Trees, an annual benefit for the Children's Hospital of Michigan Foundation, is a special event for the community, coordinated through volunteer efforts, and dedicated to funding research into the causes and cures of childhood diseases. These philanthropic funds have been a crucial source of support for innovative pediatric research projects at the Children's Hospital of Michigan that have advanced the science and practice of pediatric health.

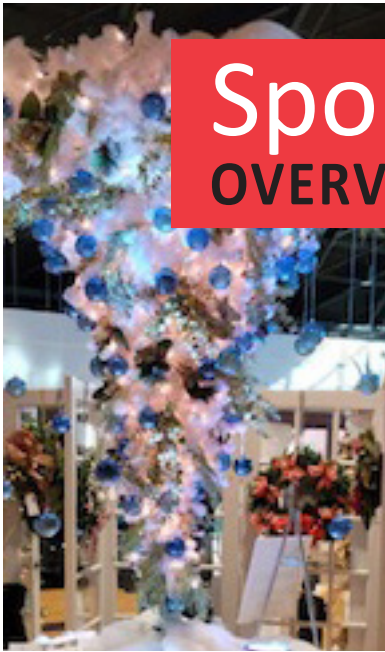
Festival of Trees has evolved into one of the largest fundraising benefits for the Children's Hospital of Michigan Foundation. Proceeds from this benefit support the Evergreen Endowment Fund held at the Children's Hospital of Michigan Foundation. Over the past 38 years, Festival of Trees has funded more than \$10 million in pediatric research. It has taken the dedication of many volunteers, as well as the generosity of many sponsors, to reach this milestone. This would not have been possible without your support.

We would like to invite you to become a part of the Festival of Trees family by supporting our 39th year. Your generosity will help ensure the success of Festival of Trees and generate a legacy of support for critical pediatric research initiatives. Thank you in advance for your consideration of supporting this noteworthy cause.

Sincerely,

Theresa Diefenbach  
*Director, Festival of Trees*  
fotmichigan@hotmail.com

# Sponsorship Level OVERVIEW



## **EVENT SPONSOR – \$30,000**

- Sponsorship plan tailored to the Sponsor
- Name in promotional materials
- Prominent signage at the Event, including on-screen promotion
- Full-page color ad in the Event Program
- 14 VIP Preview Gala tickets

## **DIAMOND SPONSOR – \$20,000**

- Name in promotional materials
- Prominent signage at the Event, including on-screen promotion
- Full-page black & white ad in the Event Program
- 12 VIP Preview Gala tickets

## **PLATINUM SPONSOR – \$10,000**

- Name in promotional materials
- Prominent signage at the Event, including on-screen promotion
- Half-page black & white ad in the Event Program
- 10 VIP Preview Gala tickets

## **GOLD SPONSOR – \$7,500**

- Name in the Event Program and on-screen promotion
- Quarter-page black & white ad in the Event Program
- 8 VIP Preview Gala tickets

## **SILVER SPONSOR – \$3,000**

- Name in the Event Program and on-screen promotion
- 6 VIP Preview Gala tickets

## **BRONZE SPONSOR – \$1,000**

- Name in the Event Program and on-screen promotion
- 2 VIP Preview Gala tickets

## **SPECIAL SPONSORSHIPS**

### **SANTA TREE SPONSORSHIP (7-FT) – \$1,500**

- Ownership of either a 7-ft. slim or full, fully-decorated tree, including delivery after the Event
- Name in the Event Program and on-screen promotion
- Signage by tree
- 4 VIP Preview Gala tickets

### **SANTA TREE SPONSORSHIP (5-FT) – \$800**

- Ownership of a 5-ft. fully-decorated tree, including delivery after the Event
- Name in the Event Program and on-screen promotion
- Signage by tree
- 2 VIP Preview Gala tickets

### **TREE SPONSORSHIP (7-FT) – \$300**

- Sponsor does not own tree
- Name in the Event Program
- Signage by tree
- Event Program ad available for half price

### **TREE SPONSORSHIP (5-FT) – \$200**

- Sponsor does not own tree
- Name in the Event Program
- Signage by tree
- Event Program ad available for half price

*Proceeds from Festival of Trees benefit research at Children's Hospital of Michigan. Festival of Trees, Inc. is a recognized, non-profit organization under Section 501(c)(3) of the Internal Revenue Code. Donation may be tax deductible as permitted by law.*



# Holiday Hearts

**SPONSOR**



## *Private Event for the Palliative Care Children of Children's Hospital of Michigan and Their Families*

November 19, 2023

11:00 AM – 1:00 PM

Ford Community &  
Performing Arts Center

15801 Michigan Ave., Dearborn, MI 48126

### **FEATURING**

Strolling Food Stations

Pictures With Santa

Entertainment

Face Painting

Children's Crafts

Gift Bags for the Children

*All set among the beautiful  
Festival of Trees Exhibit!*

**Contributions of \$1,000 or higher  
entitles sponsor to VIP Preview Gala tickets,**  
taking place the evening of November 18,  
2023 from 6:30 PM – 10:00 PM.

Sponsor receives recognition in the Event  
Program, on-screen promotion at the Event,  
and on the FOT website.



**FESTIVAL OF TREES**

A Benefit for the Children's Hospital of Michigan Foundation

To guarantee your name appears in the Event Program, FOT must receive your completed form by **October 1<sup>st</sup>**

# Festival of Trees

## SPONSORSHIP COMMITMENT



A Benefit for the Children's Hospital of Michigan Foundation

18381 Westchester, Livonia, MI 48152  
Phone 734-748-3822 • fotmichigan@hotmail.com

**PLEASE RETURN COMPLETED FORM BY OCTOBER 1<sup>ST</sup>**

SPONSORSHIP LEVEL*	SPECIAL SPONSORSHIP*	HOLIDAY HEARTS SPONSOR*
<input type="checkbox"/> Event Sponsor – \$30,000 <input type="checkbox"/> Diamond Sponsor – \$20,000 (cash or in-kind) <input type="checkbox"/> Platinum Sponsor – \$19,999 - 10,000 (cash or in-kind) <input type="checkbox"/> Gold Sponsor – \$9,999 - 7,500 (cash or in-kind) <input type="checkbox"/> Silver Sponsor – \$7,499 - 3,000 (cash or in-kind) <input type="checkbox"/> Bronze Sponsor – \$2,999 - 1,000 (cash or in-kind) <input type="checkbox"/> Contributions – \$999 and below (cash or in-kind)	<input type="checkbox"/> Santa Tree Sponsor – \$1,500 7-foot SLIM <input type="checkbox"/> Santa Tree Sponsor – \$1,500 7-foot FULL <input type="checkbox"/> Santa Tree Sponsor – \$800 5-foot FULL <input type="checkbox"/> Tree Sponsor – \$300 7-foot SLIM <input type="checkbox"/> Tree Sponsor – \$300 7-foot FULL <input type="checkbox"/> Tree Sponsor – \$200 5-foot FULL	<input type="checkbox"/> Private event for the Palliative Care (terminally ill) children of Children's Hospital of Michigan and their families.  Donation amount \$ _____
<p>*Sponsors receive recognition in the Event Program, on-screen promotion at the Event, and on the FOT website. Donations of \$1,000 or higher entitles sponsor to Preview Gala tickets.</p>		
<b>ADDITIONAL GALA TICKETS, IF DESIRED</b>		
<input type="checkbox"/> <b>VIP Preview Gala</b> _____ Ticket(s) – \$125 ea. <i>21 &amp; over only/Doors open 6:30 PM</i>	<input type="checkbox"/> <b>Patron Preview Gala</b> _____ Ticket(s) – \$75 ea. <i>Doors open 7:30 PM</i>	<input type="checkbox"/> <b>Child Preview Gala</b> _____ Ticket(s) – \$50 ea. <i>12 &amp; under</i>

**NAME OF BUSINESS OR INDIVIDUAL**  
 \_\_\_\_\_  
 \_\_\_\_\_

Contact Person \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Home Phone \_\_\_\_\_  
 Work/Cell Phone \_\_\_\_\_  
 E-Mail \_\_\_\_\_

**PAYMENT INFORMATION**

**TOTAL DONATION** (and Extra Tickets) \$ \_\_\_\_\_

Enclosed is my/our check      Check # \_\_\_\_\_  
 payable to: **Festival of Trees**

Payment by credit card  
 Visa     MasterCard     Other \_\_\_\_\_

Credit Card Number \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_

**RETURN COMPLETED FORM TO FOT CONTACT**  
**Theresa Diefenbach, Executive Director**  
 18381 Westchester, Livonia, MI 48152  
 734-748-3822 • fotmichigan@hotmail.com

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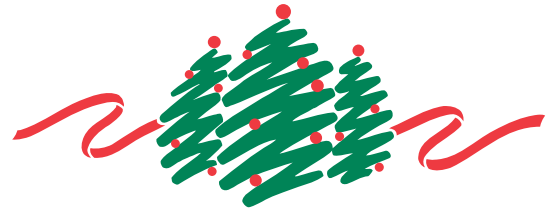
MICS 12437  
 EIN 38-2785495

FOT\_vi\_rev2023

To guarantee your name/ad appears in the Event Program,  
we must receive your completed contract by **October 1<sup>st</sup>**

# Festival of Trees

## ADVERTISING CONTRACT



A Benefit for the Children's Hospital of Michigan Foundation

FESTIVAL OF TREES PROGRAM ADVERTISING				
AD SIZE	AD DIMENSION	BLACK & WHITE	FULL COLOR	ADDITIONAL AD SPECS
<input type="checkbox"/> FULL PAGE	4.75" W x 7.75" H	<input type="checkbox"/> \$500	<input type="checkbox"/> \$750	<ul style="list-style-type: none"> <li>Page size is 5.5" x 8.5" and full-page with bleed is 5.75" x 8.75"</li> <li>Set up the final PDF as a high-res., CMYK document with a 300 (ppi) resolution</li> <li>If the final artwork is a JPG, it must be CMYK at 300 ppi</li> </ul>
<input type="checkbox"/> HALF PAGE	2.3125" W x 7.75" H	<input type="checkbox"/> \$325	<input type="checkbox"/> \$500	
<input type="checkbox"/> HALF PAGE	4.75" W x 3.8125" H	<input type="checkbox"/> \$325	<input type="checkbox"/> \$500	
<input type="checkbox"/> QUARTER PAGE	2.3125" W x 3.8125" H	<input type="checkbox"/> \$185	<input type="checkbox"/> \$275	
<input type="checkbox"/> QUARTER PAGE	4.75" W x 1.875" H	<input type="checkbox"/> \$185	<input type="checkbox"/> \$275	
<input type="checkbox"/> LINE AD	(30 characters maximum)	<input type="checkbox"/> \$100	N/A	
<input type="checkbox"/> I/We have enclosed the ad artwork (black & white only) as hard copy.			Tree Sponsor <input type="checkbox"/> Yes <input type="checkbox"/> No	

**ALL ARTWORK MUST BE RECEIVED BY OCTOBER 1<sup>ST</sup>**

**NAME OF ADVERTISER (BUSINESS OR INDIVIDUAL)**  
 \_\_\_\_\_  
 \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Home Phone \_\_\_\_\_

Work/Cell Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

**PAYMENT INFORMATION**

Enclosed is my/our check      Check # \_\_\_\_\_  
 payable to: **Festival of Trees**

Payment by credit card  
 Visa     MasterCard     Other \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

*Please complete this contract either online or mail it with your payment to the Chairperson listed at left  
 < Send final ad PDF to Festival of Trees email address*

**RETURN CONTRACT TO FOT CONTACT**  
**Theresa Diefenbach, Executive Director**  
 18381 Westchester, Livonia, MI 48152  
 734-748-3822 • fotmichigan@hotmail.com

<b>FOR OFFICE USE ONLY</b>	Date Contract Received	Date Payment Received	Date Artwork Received

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