



29th Festival of Trees

SPONSORSHIP OPPORTUNITIES

Nov. 16-18, 2018 | South Carolina State Museum

Auction Preview Nov. 16 / Santa & Me Nov. 17 / Open to the public Nov. 18



Presented by:



Proceeds benefit:



FestivalofTreesColumbia.org | [#FOTColumbia2018](https://twitter.com/FOTColumbia2018)



November 16
Auction Preview
tickets available
mid-October
\$125/person

November 17
Santa & Me
10 a.m. - 12 p.m.
Tickets available in Aug.

November 18
open to the public
Admission:
\$2/person | \$5/family
Children 12 and under FREE

Festival of Trees benefits Palmetto Health Children’s Hospital, where miracles happen every day in the lives of children and their families. Funds raised through Festival of Trees allow Children’s Hospital to grow and thrive. Palmetto Health Children's Hospital is South Carolina’s first children's hospital and has more than 150,000 children’s visits each year. It offers more than 30 subspecialties to meet the unique health care needs of children and has central South Carolina's only Children’s Emergency Center. With more than 350 professionals who work exclusively with children, Palmetto Health Children's Hospital has a team of highly skilled and trained experts unmatched by any hospital in the Midlands.

2017 Festival of Trees at a glance

\$285,000

in proceeds, including in-kind donations



1,000

Auction Preview guests



7 months to plan
3 days to set up
1 day to tear down
2 days open to the public
1 auction preview



1,500

weekend guests



12 pieces of child artwork
23 gifts
26 trees
34 wreaths
19 tabletop trees



20

committee members



114

auction items

Thank you
to our 2017 sponsors

Valet

AT&T

Red Carpet

Cerner Corporation

Train

Children's Dental Group of South Carolina

Santa & Me

Gregory Electric Co. Inc.

Coloring Book

Hawthorne Pharmacy

Jingle Bags

Midland Hearing Associates

Santa's Workshop

NBSC

Apparel

Pediatrix Medical Group

Mascot Madness

Trees, Inc.

Reindeer

Cumulus/B106.7FM

The State

WLTX

Jingle Bell

Lamar Outdoor

McNair Law Firm, P.A.

Palmetto Health Richland Volunteer Auxiliary

South Carolina Pediatric Alliance

Star

BlueCross BlueShield of South Carolina

Eleanor & Benny Clark

Fran & Michael Byrd

Garvin Design Group

GIS

Hood Construction Company, Inc.

KeenanSuggs | HUB International, a division of HUB
International Southeast

Lewis Tree Service

Palmetto Health USC Medical Group-

Department of Pediatrics

Palmetto Health/USC Pediatric Neurosurgery

Rainbow International Restoration

Rotor Blade

Presenting
Sponsor:



SCE&G

Southern Valet & Transportation Star

Sumter Utilities, Inc.

Sylvan's Jewelers

The Chambers Family

The Mad Platter

Garland

Asplundh Tree Expert Co.

Baptist Healthcare System of SC Board of Trustees

Carolina Tree Care

Columbia Metropolitan Magazine

David & Elizabeth Parker

Drs. E. Stanton and Ellen Adkins

Elliott Davis Decomsimo, LLC

First Citizens Bank

Grant Thornton LLP

Landmark Builders

Lex & Cathy Knox/Terminix Service, Inc.

Mark & Mary Wagnon

NaturChem, Inc.

Palmetto Health Board of Directors

Pitts Radiology

Reed Law Firm, P. A.

Richland Memorial Hospital Board of Trustees

Sivanda Center, Hyderabad (Dr. and Mrs. Prithvi Reddy
& Family)

Southern First Bank

Steve & Diane Junis

Summerfield Associates, Inc.

The Suggs Family

Holly

Barbara Koosa Ryan

Brian & Shelly Dunphy

Carl and Mary Addison Blackstone

Carolina Children's Dentistry

Dr. & Mrs. Michael W. Sturkie, Jr.

Dr. and Mrs. Prithvi Reddy

Drew & Suzanne Hampton

First Community Bank

Martin and Pat Dunphy Fosberry

Moore's Music Studio

Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

O'Leary Orthodontics

Palmetto Parent

Patterson Fan Company, Inc

Pediatric Associates, P.A.

Randy & Mary Dailey

Rett & Nancy Kendall

Scott & Wendy Bonnette

29th Festival of Trees

SPONSORSHIP BENEFITS



Presenting
\$25,000



























Reindeer
\$10,000

Jingle Bell
\$5,000

Star
\$2,500

Garland
\$1,000

Holly
\$500

	Presenting \$25,000	Reindeer \$10,000	Jingle Bell \$5,000	Star \$2,500	Garland \$1,000	Holly \$500
Complimentary tickets to the auction preview on 11/16	16	12	10	8	4	2
Recognition in partner section of FestivalofTreesColumbia.org	Logo	Logo	Logo	Name	Name	Name
Recognition on the annual donor wall at Children's Hospital						
Recognition on social media channels						
Reserved table for Friday evening's auction preview (table for 8)	 3 tables					
Logo placement on event signage						
Opportunity to distribute promotional items throughout the event						
Company/individual name listed on event signage						
Recognition announcement during auction preview on 11/16						
Logo placement on all promotional materials*						
Opportunity to submit a holiday message/letter to appear on the website						

*save the date cards (approx. 2,000); posters (approx. 200); mention in communications with more than 15,000 Palmetto Health team members.

29th Festival of Trees

EXCLUSIVE SPONSORSHIPS



All exclusive sponsors receive—

- 2019 first right of refusal (confirmation by Aug. 2, 2019)
- Recognition in partner section of FestivalofTreesColumbia.org

Auction Preview Exclusives

An opportunity to reach an anticipated 1,000 Foundation donors and supporters

MOBILE BIDDING

\$7,500

Recognition on all auction collateral pieces.

- Invitation to auction preview
- Mobile bidding onesheet posted on FestivalofTreesColumbia.org
- Auction item description sheets
- Recognition on mobile bidding messaging—texts sent to all registered bidders, on mobile bidding website and on display monitors at auction
- Reserved table for 8 at the Festival of Trees auction preview on 11/17
- 12 tickets to the auction preview on 11/17

“DRINK AND BE MERRY!”

\$5,000

Logo displayed at the 3-4 double bars located throughout the main venue during Friday evening's exclusive preview

- Recognition on signage at bars
- Branded cocktail napkins and commemorative koozies (Logo needed by 9/8/2018)
- Reserved table for 8 at the Festival of Trees auction preview on 11/17
- 10 tickets to the auction preview on 11/16

VALET

\$5,000

A unique opportunity to provide the single item placed in valet-parked vehicles

SOLD to AT&T

- Complimentary bottled water for attendees wrapped with a branded label—placed in valet-parked vehicles
- Reserved table for 8 at the Festival of Trees auction preview on 11/17
- 10 tickets to the auction preview on 11/16

RED CARPET

\$5,000

You can help capture the memories of Festival of Trees by sponsoring all photo opportunities!

SOLD to Cerner

- Co-branded step and repeat background for photo opportunities on the red carpet with a professional photographer
- Logo displayed on each printed souvenir photo from the photo booth
- Logo featured on signage at photo booth location
- Reserved table for 8 at the Festival of Trees auction preview on 11/17
- 8 tickets to the auction preview on 11/17

“JINGLE BAGS”

\$1,500

Auction attendees will try to win a fabulous date night package! Bottles of liquor, wine, beer or champagne will be paired with restaurant gift cards. Guests donate to receive one of the bags.

SOLD to Midland Hearing Associates

- Logo recognition on the bags (quantity: 100)
- Opportunity to put small promotional item in bags
- 4 tickets to the auction preview on 11/16

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SANTA'S WORKSHOP \$5,000

Provide all things Santa! A professional Santa photo session is a must for every family during the holiday season. A professional Santa photo session is a treasured holiday photo opportunity.

**SOLD to
Synovus
Bank**

- Logo on photo folder featuring the partner's logo
- Logo featured on signage at Santa photo location
- Reserved table for 8 at the Festival of Trees auction preview on 11/16
- 10 tickets to the auction preview on 11/16
- Opportunity to distribute promotional items at the workshop location

APPAREL \$5,000

Logo on an apparel item offered at Festival of Trees

- Logo printed on all shirts (Due to printing deadline, payment is required by 9/30)
- Reserved table for 8 at the Festival of Trees auction preview on 11/16
- 10 tickets to the auction preview on 11/16

SANTA & ME \$5,000

Be a part of making a treasure for a child. Kids will create ceramic art with The Mad Scientist.

**SOLD to
Gregory
Electric**

- Logo screen printed on bottom of commemorative art (quantity: 200)
- Logo recognition on bags for art (quantity: 200)
- 4 tickets to attend Santa & Me
- Reserved table for 8 at the Festival of Trees auction preview on 11/16

BOXES & BOWS \$5,000

Be a part of the "Boxes & Bows" tradition and help us start a holiday season by decorating mailboxes in the community.

**SOLD to
Southern
Home and
Gifts**

- Logo recognition on tag placed on every mailbox swag at homes (estimated quantity: 200)
- Logo recognition on targeted promotional flyers for Boxes & Bows
- Reserved table for 8 at the Festival of Trees auction preview on 11/16
- 10 tickets to the auction preview on 11/16

MASCOT MADNESS

PARADE \$2,500

Exclusive mentions for your company in the "Mascot Madness" parade program 2019

**SOLD to
CENTA
Medical**

- Recognition on the entertainment schedule posted online and in print materials
- Banner with company logo in mascot group photo
- Flags with company logo that mascots will carry in the parade
- Reserved table for 8 at the Festival of Trees auction preview on 11/17
- 8 tickets to the auction preview on 11/17

NEW!

TREE DELIVERY \$2,500

Partner with us for our tree delivery and be recognized with a special gift left under the tree for the lucky winner sponsored by you.

- Logo recognition on special gift delivered with every tree to homes throughout the Midlands
- Logo recognition on targeted marketing flyers for tree delivery
- Reserved table for 8 at the Festival of Trees auction preview on 11/16
- 8 tickets to the auction preview on 11/16



2018 Sponsorship Agreement

YES! I/we will support the 2018 Festival of Trees at the following level:

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Presenting Sponsor | \$25,000 | <input type="checkbox"/> Garland Sponsor | \$1,000 |
| <input type="checkbox"/> Reindeer Sponsor | \$10,000 | <input type="checkbox"/> Holly Sponsor | \$500 |
| <input type="checkbox"/> Jingle Bell Sponsor | \$5,000 | | |
| <input type="checkbox"/> Star Sponsor | \$2,500 | | |

exclusives

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Mobile Bidding \$7,500 | <input type="checkbox"/> Santa & Me \$5,000 | <input type="checkbox"/> Valet \$5,000 | <input type="checkbox"/> Mascot Madness \$2,500 |
| <input type="checkbox"/> Santa's Workshop \$5,000 | <input type="checkbox"/> Apparel \$5,000 | <input type="checkbox"/> Boxes & Bows \$5,000 | <input type="checkbox"/> Jingle Bags \$1,500 |
| <input type="checkbox"/> Drink and Be Merry \$5,000 | <input type="checkbox"/> Red Carpet \$5,000 | <input type="checkbox"/> Tree Delivery \$2,500 | |

Please print or type how you would like your partnership to be recognized in all promotional materials.

Name (as it should appear in print) _____
 Company name (if applicable) _____
 Contact person _____ Contact phone _____
 Email _____
 Mailing Address _____
 City, State, Zip _____
 Facebook _____ Twitter _____ Instagram _____

How many years have you partnered with Festival of Trees? _____

Why do you choose to support Children's Hospital through Festival of Trees? _____

Do you have a Children's Hospital story to share? _____

Please choose a payment method:

- Send a payment reminder.
 Our check is enclosed. (Payable to Palmetto Health Foundation/Festival of Trees)
 Charge to this credit card number # _____
 Name on card _____
 Card Type _____ Expiration Date _____
 Authorized Signature _____ Today's Date _____

If applicable to your sponsorship, please submit your logo to Priscilla.Young@PalmettoHealth.org by Sept. 30. Please send hi-res and lo-res files in both color and black and white (JPG, GIF, EPS).

<p>Early payment incentive! Garland level sponsors and higher will receive two additional auction preview tickets if payment is received by 9/7/18.</p>	<p>Return form by October 19, 2018 to: Priscilla Young, Palmetto Health Foundation 1600 Marion Street, Columbia, SC 29201 Fax: (803) 434-2815 Phone: (803) 434-6021 Priscilla.Young@PalmettoHealth.org</p>
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CERTIFICATION TO POTENTIAL PARTNERS/DONORS: Palmetto Health Foundation appreciates your consideration of a partnership/donation to Palmetto Health Foundation. Whether or not you decide to be a partner or donor to Palmetto Health Foundation will not impact the business decisions made by the staff and administration of Palmetto Health in awarding contracts or bids.

Palmetto Health Foundation signature _____
 Title _____ Date _____

Vendor signature _____
 Title _____ Date _____