

Springfield Boys & Girls Club
2009 Festival of Trees

\$10,000 PLATINUM STAR – TITLE SPONSOR

1. Your company name and logo on all printed material generated by the Springfield Boys & Girls Club for the Festival of Trees, including:
 - Mailing to 700 prospective sponsors.
 - 3,000 Event/Coupon Cards distributed to office buildings, clubs, restaurants and brochure racks in the City of Springfield.
 - Five thousand programs distributed to the Festival of Trees 7,900 visitors.
 - ValPak coupons mailed to 10,000 households.
 - A banner displayed on Main Street, Tower Square throughout the three weeks of the Festival.
 - Your company's name and logo prominently displayed on the Festival of Trees website from September through December 2009.
 - A link to the Festival of Trees website, www.visitreefest.com.

2. Your company name and logo on all Festival of Trees newspaper and magazine advertising, articles and press releases; including:
 - Six 2x5 ads in the **Springfield Republican**, (daily circulation of 92,000; Sunday circulation of 133,900).
 - Three 2x5 ads in the **Hartford Courant**, (daily circulation of 153,454).
 - Three 2x5 ads in the **The Reminder Publications**, mailed to 50,725 households in the Western Mass area.
 - Two full-page ads in **Business West** magazine, a publication reaching 30,000 businesses in the Western mass area (from Greenfield to Northern CT; also distributed to all members of the Springfield Chamber of Commerce and area colleges).
 - Two months in **Square One**, a Tower Square Management publication.
 - Your company name on **MassLive.com**, approximately 38,000.

3. Twelve tickets to the Premier Party, an exclusive preview for the sponsors of the Festival of Trees prior to the opening of the Festival. Attended by 400 guests.

4. Thirty admission tickets to the Festival of Trees.

\$5,000 GOLD STAR

1. Your company name and logo on all Festival of Trees newspaper and magazine advertising articles and press releases, including:
 - Six 2x5 ads in the Springfield Republican, (daily circulation of 92,000; Sunday circulation of 133,900).
 - Three 2x5 ads in the Hartford Courant, (daily circulation of 153,454).
 - Three 2x5 ads in The Reminder Publications, mailed to 50,725 households in the Western Mass Area.
 - Two full-page ads in Business West magazine, a publication reaching 30,000 businesses in the Western mass area, from Greenfield to Northern CT; also distributed to all members of the Springfield Chamber of Commerce and area colleges.
 - Two months in Square One, a Tower Square Management publication.
 - Your company name and logo on MassLive.com approximately 38,000 times.
2. Your company name and logo on 3,000 Event Coupon Cards distributed to office building, clubs, restaurants and brochure racks in the City of Springfield.
3. A link to the Festival of Trees website, www.visittreefest.com.
4. Ten tickets to the Premier Party
5. Twenty admission tickets to the Festival of Trees.

\$2,500 SILVER STAR

1. Special recognition in the 5,000 programs distributed to the Festival of Trees 7,900 visitors.
2. Your company name on a banner displayed throughout the Festival of Trees.
3. Eight tickets to the Premier Party
4. Eighteen admission tickets to the Festival of Trees.

\$1,500 BRONZE STAR

1. Special recognition in the 5,000 programs distributed to the Festival of Trees 7,900 visitors.
2. Your company name on a banner displayed throughout the Festival of Trees.
3. Six tickets to the Premier Party.
4. Ten admission tickets to the Festival of Trees.

\$500 GARLAND

1. Special recognition in the 5,000 programs distributed to the Festival of Trees 7,900 visitors.
2. Premier Party recognition.
3. Four tickets to the Premier Party
4. Ten admission tickets to the Festival of Trees.

\$250 TINSEL

1. Recognition in the 5,000 programs distributed to the Festival of Trees 7,900 visitors.
2. Two tickets to the Premier Party.
3. Six admission tickets to the Festival of Trees.

All sponsors will be acknowledged on the Festival of Trees website:

www.visittreefest.co

**Springfield Boys & girls Club
2009 FESTIVAL OF TREES**

The following person/company has agreed to sponsor the 9th Annual Festival of Trees to benefit the Springfield Boys & Girls Club.

Name Company/Contact Person

Address

City State Zip

Phone

E-Mail FAX

Amount of Sponsorship Enclosed

Return this form with your check to: Festival of Trees Committee
Springfield Boys & Girls Club
481 Carew Street
Springfield, MA 01104

Please make checks payable to: Springfield Boys & Girls Club

For more information: (413) 785-5266 or kolosowski@sbgc.org