



KWIK STAR
FESTIVAL OF TREES
BENEFITTING QUAD CITY ARTS

2021 SPONSORSHIP & MARKETING OPPORTUNITIES

FESTIVAL OF TREES AT THE RIVERCENTER

- Special Days at Festival
- Area Attractions
- Designer Trees

FESTIVAL OF TREES SPECIAL EVENTS

- Giant Inflatable Balloons
- Premiere Party
- Teddy Bear Tea
- SugarPlum Ball
- Celebrity Lunch
- A Rather Curious Brunch



ABOUT FESTIVAL OF TREES

WHAT WE DO

More than a premier holiday event, Festival of Trees is the annual fundraiser for Quad City Arts, a local nonprofit arts organization dedicated to enriching the quality of life in the Quad Cities region through performing, visual and community arts programs and events. Quad City Arts also serves a dual role as an arts advocacy agency, re-granting an average of \$100,000 each year to individual artists, schools and non-profits in support of both community arts projects as well as capacity-building grants that support the arts. For more information visit: www.quadcityarts.com

Over the past 35 years, Festival has evolved from a 2-day event in one room, into a 11-day event utilizing the entire 70,000 square foot River Center complex in Downtown Davenport.

The event features over 150 designer displays, 7 special events, the largest helium balloon parade in the Midwest, 3,000 volunteers and reaches over 100,000 people each year. Festival has a \$2.5 million dollar economic impact on the community and is recognized as one of the top events of its kind in North America, raising over \$7 million dollars in support of local arts since 1986.

WHY SPONSOR?

When you sponsor Festival of Trees, you are part of a beloved holiday tradition that brings people together to celebrate the magic of the season in support of arts programs in our community.

Aligning your brand with Festival of Trees showcases your community responsibility and creates positive brand affinity for your business. Your support is vital to ensuring we can carry on this wonderful tradition, while enhancing the cultural vibrancy of the Quad City region through the arts.

Other benefits include:

- Create / Heighten awareness and visibility
- Increase brand loyalty
- Sample brand attributes
- Drive traffic and increase sales
- Shape consumer attitudes
- Team-building opportunities and benefits to employees through ticket packages, designing/purchasing a tree or volunteering at event



32,361+ ATTENDEES
OVERALL ATTENDANCE



38,361+ REACH
8,117+ FOLLOWERS
@FESTIVAL.OF.TREES.QC



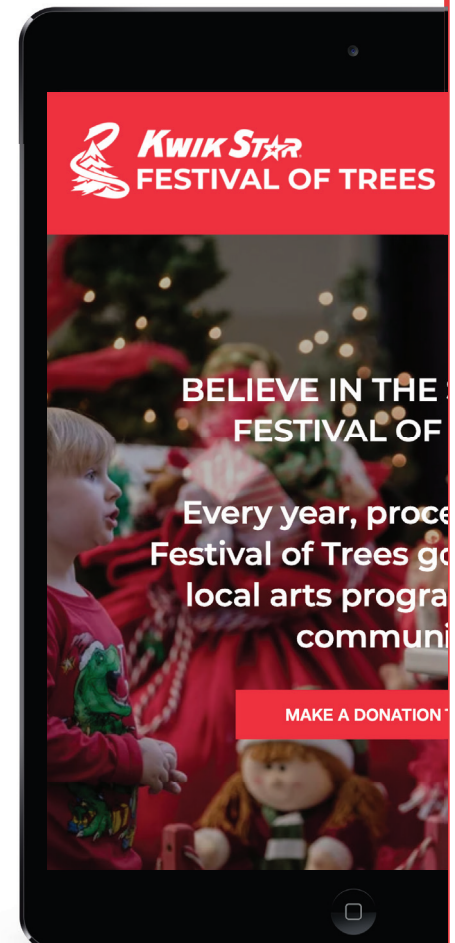
64,561+ /YEAR
PAGEVIEWS
QCFESTIVALOFTREES.COM



6,584+ E-NEWSLETTER
REACH OF EMAIL LIST



5,632+ EVENTS MAILER
REACH OF DIRECT MAIL LIST





FESTIVAL OF TREES AT THE RIVERCENTER



DATE: November 20-28, 2021
LOCATION: RiverCenter, Davenport, IA

EXPECTED ATTENDANCE: 32,000+ over 11-day event
TARGET AUDIENCE: All ages and backgrounds

Festival of Trees would not be possible without the support of a caring community. Whether it is an in-kind sponsorship of goods or services or a cash sponsorship towards an event or attraction, the opportunities for joining the “Festival Family” are nearly endless. There are a wide range of attractions to be a part of, Festival of Trees is not just about the trees at the RiverCenter, there are a number of events that happen throughout the Quad Cities, a parade through downtown Davenport and soon to come, a drive through holiday light display!

	Title Sponsor (SOLD) \$50,000	Patron Sponsor \$10,000	Diamond Sponsor \$5,000+	Gold Star Sponsor \$2,500+	Silver Star Sponsor \$1,000+
Naming rights of event	x				
Logo placement in TV commercial	x				
Logo placement on all event signage	x				
Logo placement on all printed materials	x				
Name recognition in all related media publicity	x	x	x	x	x
Recognition on website as a sponsor	Logo	Logo	Logo	Logo	Name
Recognition on official sponsor banners	Logo	Logo	Logo	Logo	Name
Recognition on events guide & designer tree	x	x	x	x	x
Custom event/attraction sponsor	x	x	x	x	
Premiere Party tickets & VIP tables	2 Tables of 8 + 8 tickets	1 Table of 8 + 8 tickets	1 Table of 8	4 tickets	2 tickets
General admission tickets	200	100	50	40	20

For sponsorship inquiries or custom proposal please contact Karie Gilson at kgilson@quadcityarts.com or 309-793-1213

FESTIVAL OF TREES RIVERCENTER SPECIAL DAYS



SANTA'S SPECIAL STARS

(\$3,000) - SOLD OUT

This event offers a FREE private tour of Festival of Trees to our stars with disabilities, so they can enjoy Festival without the noise and traffic of a typical day. Entertainment includes light musical acts on CenterStage, beverages and snacks available for purchase, and designer displays. There are special craft projects for groups, costume characters and Santa will be there to sign autographs! Avg. 1600 attendees

SILVER BELL SOCIAL

(\$2,500)

A special day dedicated to our senior friends 55+. Tickets are discounted from \$6 to \$5 for seniors on this day. Area senior living and nursing homes are invited to attend free of charge and buses are chartered in just for the occasion. Complimentary refreshments, cookies and CenterStage entertainment offered to all guests during this private event. Avg. 1500 -2000 attendees

FAMILY DAY

(\$3,000) - SOLD OUT

A perfect outing for the entire family to enjoy...all the magic and attractions of Festival, at a reduced price of \$1 off general admission. Other fun features include fun photo opportunities, costumed characters, and special raffle items and giveaways.

MILITARY DAY

(\$2,500)

A proud salute to our soldiers in uniform, featuring discounted general admission tickets for military members (with military ID) and their immediate families. A color guard will present colors at 12:30 p.m. and the Star Spangled Banner will be played. Flags will adorn the atrium and entrance, and literature on benefits and resources for our military will be available.



FESTIVAL OF TREES RIVERCENTER ATTRACTIONS



GINGERBREAD VILLAGE

(\$3,000) - SOLD

This popular attraction gets sweeter every year! Creations are assembled into an incredible edible walk-through village that will tempt all your senses. Gingerbread displays are judged with ribbons, awarded and available for purchase or raffle.

SMALL WONDERS

(\$3,000) - SOLD

Adorable mini-trees, decorated sleighs, dioramas, and other unique holiday specialty creations reside in this section. Some of these unique mini-creations are available for immediate purchase. Others can be won via the raffle that takes place throughout Festival.

FESTIVAL EXPRESS TRAIN

(\$10,000)

All aboard! Be the first to sponsor this brand NEW train ride on the floor of Festival. An immersive experience for children and families to enjoy as they hop on the express train for photo-ups and a sight-seeing experience through the trees.

HIGH SCHOOL ART EXHIBIT

(\$3,000)

Over 150 area high school students from over 13 different schools display their art on the floor of Festival. A huge variety of mediums are featured in this attraction and recognition is given to award winners in various categories including "best in show". You won't want to miss this display!

TOY TREE

(\$3,000)

Want to be part of something really big?! Each year, new and unwrapped toys of all kinds adorn this 20-foot tree, making into a magnificent work of art for all to enjoy. At the end of Festival, all toys are donated to the local Toys for Tots so that hundreds more children in our community may enjoy a special holiday!

REINDEER GAMES

**CHILDREN'S ACTIVITY CENTER
(\$5,000) - SOLD**

This children's activity center will be sure to get your little ones in the holiday spirit! Transformed into a snowy village, children of all ages will have fun with games and crafts as they make their way to see Santa! Punch cards will be available for each of these attractions and cost \$1 each.



HONOR TREES

(\$2,500)

A beloved tradition, commemorative honor and patriotic ornaments are available for purchase. Ornaments are personalized and then displayed on special Honor Trees at Festival and then mailed to their home to enjoy as a keepsake.

SANTA'S THRONE

(\$2,500)

Festival of Trees wouldn't be complete without a visit from Santa Claus. Be a part of creating holiday memories as families visit Santa on his throne to tell them their holiday wishes and capture special moment with photo-ops.

TREE OF LIGHTS

(\$3,000)

Comprised of thousands of twinkly LED lights, synced to popular holiday songs! Watch in awe and wonder, as the light show comes all a glow at different times during Festival. This tree is over 3 stories tall and is a focal attraction of Festival placed directly in the Center of the designer trees.

BOOK TREE

(\$2,000) - SOLD

Like the ever popular "Toy Tree," this nearly 20-foot-tall tree will be decorated entirely with books donated from generous contributors in the community. After Festival, the books will be donated to local social service agencies for children in our community.

FESTIVAL OF TREES RIVERCENTER ATTRACTIONS



CENTERSTAGE

(\$10,000) - SOLD

A main attraction at Festival, Centerstage showcases over 3,000 entertainers with a wide variety of local talent during general admission hours. Dancers, singers, bands, and choirs fill the Great Hall with wonderful holiday entertainment to add to the magic and cheer.

VOLUNTEER CENTER

(\$2,500) - SOLD

Volunteer Center is the hub for 2,000 community volunteers, many of whom are our finest 'seasoned citizens'. They start their shift, take breaks, visit, and end their shift in this active space with snacks and beverages.

DESIGNER DOORS

(\$2,500)

Over 40 fabulous designer wreaths are created by the community and placed on red, green or white freshly painted designer doors in this popular designer display viewed by thousands of visitors. All wreaths are auctioned through bidding process over 10-day event.

BO THE BEAR

(\$2,000)

This amazing talking bear is the ambassador to Festival of Trees, welcoming visitors at the entrance to the Great Hall. Bo the Bear will give you directions, tell stories or maybe even recite a poem or pass along a holiday joke.



TREAT SHOPPE

(\$2,500) - SOLD

Get ready to satisfy your sweet tooth! The Treat Shoppe carries assorted sweet and salty treats including brownies, old fashioned hard candies, homemade rice crispy treats, fudge, cotton candy, hot cocoa, popcorn, and of course Whitey's Ice Cream!

UNDERWRITER

*Add \$500 to any sponsorship and you may pre-select a designer tree of your choice to be delivered to your home or office, free of charge within a 40-mile radius (excludes Hearth & Home & Rooms).

UNDERWRITER + DESIGNER

Design and Underwrite a Tree by adding \$500 to any sponsorship level, and you may keep your tree, once Festival closes. Tree will be delivered, free of charge to your home or office within 40-mile radius.

*Tree selection may take place by appointment before Festival opens to public or at Premiere Party on Friday, November 19, 2021



FESTIVAL OF TREES SPECIAL EVENTS



PREMIERE PARTY

(\$5,000) SPONSOR

Bring on the glitz and glam at this premier opening night gala event attended by over 700 area business professionals, sponsors and designers. Guests will have the first chance to view and bid on designer displays while enjoying hearty hors d'oeuvres, desserts, musical entertainment, silent auction, raffles and cash bar.

A RATHER CURIOS BRUNCH

(\$2,500) SPONSOR

Be the exclusive sponsor of this lavish ladies brunch! Ladies will have the opportunity to shop local vendors designed or created by women ahead of the busy holiday season, while sipping on whimsical cocktails, fun entertainment and enjoying a very unholiday brunch!

TEDDY BEAR TEA

(\$2,500) SPONSOR

Exclusive sponsorship of the cutest party at Festival—the adorable Teddy Bear Tea! Children are invited to bring their favorite plush toy to this magical tea party featuring special entertainment, costumed characters, ice-cream sundaes, raffles and a commemorative take-home tea cup.

SUGARPLUM BALL

(\$5,000) SPONSOR

Quoted as being the “best event in the Quad Cities”, enjoy maximum visibility as the presenting sponsor of this sell-out event attended by 800 special sugarplums and their favorite gentlemen. This special daddy daughter dance features a lovely dinner, DJ & dancing, costume characters, raffles and entertainment by youth musical theater from 'Circa 21.

CELEBRITY LUNCH

(\$3,000) SPONSOR - SOLD OUT

Celebrity Lunch is THE place to be the day before Thanksgiving. Local Celebrities become wait-ers for a day and entertain guests with their outrageous and wacky talents, all to raise funds for the arts. A LOT of laughter is had by all who at-tend. This event is the perfect opportunity to network with business professionals and rub elbows with local celebrities in the Quad Cities!



FESTIVAL OF TREES GIANT BALLOON PARADE



DATE: November 20-28, 2021

LOCATION: Downtown Davenport, IA

EXPECTED ATTENDANCE: 40-50,000 including live TV coverage by local NBC affiliate. Broadcast classification: 6 Rating with 2.5million reach

TARGET AUDIENCE: All ages and backgrounds

Join in on the thrill of marching through the streets of downtown Davenport handling the control lines of a giant helium filled character balloon or a balloon with your logo on it! The excitement of making YOUR balloon come alive for the thousands of children and families that are waiting for you to pass by is an experience you will never forget, and a great team building experience for your employees as giant balloon handlers!

	Title Sponsor \$10,000+	Balloon Sponsor \$5,000+	Coffee & Hot Cocoa Station \$1,000+
Balloon featured in parade broadcast on KWQC TV6 (also rebroadcast Christmas Day)	Emcee Recognition	Emcee Recognition	
Logo placement on banner preceding balloon entry	x	x	
Designated Grand Marshal to ride in convertible at beginning of parade	x		
Custom Logo balloon	x		
Logo placement on banner at beginning of parade	x		
VIP Reserved Viewing Area	12	6	
Tent set-up inside/outside of RiverCenter on Parade Day & promotion			x
Promotion in all related media publicity	x	x	x

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