

# ***How to Help and Sponsor this Rogue Winterfest***

## ***Sponsorship Levels & Benefits***

This year's goal is to showcase for auction; twenty-three professionally decorated 7-1/2 ft. trees, two 4-ft trees, ten collectable displays designed by local artists, and outdoor displays built by local builders and community members. All items will be auctioned during the Gala Event held on the December 7. Each tree has a Tree Sponsor, Design Sponsor, and Decorator. You may choose to select one, two, or all three levels of sponsorship depending on your donation, budget, or talent. Because of your warm generosity we are able to continue this holiday tradition. Thank you!

### **Brief Description of Sponsorships:**

- Tree Sponsor: sponsors help to cover the cost of the tree.
- Design Sponsor: sponsors help to cover the cost of the decorator and the decorations.
- In-Kind Design Sponsor: donation of design and decorations.
- Activity Sponsor: help fund Public Preview Weekend activities such as Santa's visit, coloring, and Fishing at the North Pole.
- Outdoor Display Sponsor: sponsors to cover the cost of creating a custom structure.
- Culinary Sponsor: restaurants who would like to participate in the Culinary Christmas Classic
- Beverage Sponsor: wineries, breweries, and non-alcoholic beverage establishments to sponsor various events.
- Entertainment Sponsor: Sponsor the cost of entertainment during the Culinary and/or Gala Event.
- Silent Auction Donor: Donates product or service for the Silent Auction during the Culinary Event.

### **Benefits of Sponsorship:**

Our Sponsors make everything possible. To show our appreciation Sponsors will receive (varies according to level): tickets to events; listing and/or advertising in Festival media promotions and in the Festival program; listing and/or ads on the Festival web page and a link on the web page to the Sponsor's web page. The outline below explains the benefits for each sponsorship level.

### **Sponsorship Levels:**

No matter what level of **Sponsorship** you select, you will receive maximum exposure and publicity as a Rogue Winterfest partner. Sponsorship levels are listed below.

### **New this year:**

Local artists will create one-of-a-kind art sculptures. Local builders and community members may choose to build outdoor displays.....wooden bridges, playhouse, doghouse, playground, water features, well covers, outdoor furniture, etc. The possibilities are endless.

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#### ***CORPORATE SPONSOR – \$10,000***

- Headline recognition and logo on all advertisement and promotional material
- Headline recognition and logo in all press releases
- Prominent logo positioning on [www.roguewinterfest.com](http://www.roguewinterfest.com) web site
- Link to your home page from [www.roguewinterfest.com](http://www.roguewinterfest.com) web site
- Logo prominently displayed on Options, Family Friends, and SOASTC web sites
- Mentioned in social media page and campaign
- Three dedicated headline articles in E-Blast
- Commemorative Recognition Plaque
- Other partnership opportunities as they arise
- We supply 7 ½ -foot Tree and Decorator displayed by stage
  - \_\_\_ We have our own decorator and financially take care of all costs
  - \_\_\_ We will need a decorator
  - \_\_\_ We do not choose to have a tree at the Festival
- Public recognition at Culinary Event and Gala Auction. Make short presentation.
- 10 tickets to the Culinary Christmas Classic

- 8 tickets to the Gala Event
- 20 tickets to the Public Preview Weekend
- Signage at all events
- Listing in Program
- Full-page ad on Program back cover

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***PLATINUM SPONSOR – \$5,000***

- Key recognition and logo on all advertisement and promotional material
- Key recognition in all press releases
- Key Logo positioning on [www.roguewinterfest.com](http://www.roguewinterfest.com) web site
- Link to your home page from [www.roguewinterfest.com](http://www.roguewinterfest.com) web site
- Listing as key advertiser on Options, Family Friends, and SOASTC web sites
- Two dedicated headline articles in E- Blast
- Commemorative Recognition Plaque
- Mentioned in social media page and campaign
- Other partnership opportunities as they arise
- Tree display in your lobby advertising Festival the month of November.
- We supply 7 ½ -foot Tree displayed by stage.
  - \_\_\_\_\_ We have our own decorator and financially take care of all costs
  - \_\_\_\_\_ We will need a decorator
  - \_\_\_\_\_ We do not choose to have a tree at the Festival
- Public recognition at Culinary Event and Gala Auction
- Make short presentation at Gala Event.
- 6 tickets to the Culinary Christmas Classic
- 8 tickets to the Gala Event
- Signage at all events
- 10 tickets to the Public Preview Weekend
- Listing in Program
- Full-page ad in Program

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***DIAMOND SPONSOR – \$2,500***

- Key recognition on all advertisement and promotional material
- Key recognition in all press releases
- Key Logo positioning on [www.roguewinterfest.com](http://www.roguewinterfest.com) web site
- One dedicated headline article in E-Blast
- Commemorative Recognition Plaque
- Mentioned in social media campaign
- We supply 7 ½ -foot Tree displayed by stage
  - \_\_\_\_\_ We have our own decorator and financially take care of all costs
  - \_\_\_\_\_ We will need a decorator
  - \_\_\_\_\_ We do not choose to have a tree at the Festival
- Public recognition at Culinary Event and Gala Auction
- 3 tickets to the Culinary Christmas Classic
- 4 tickets to the Gala Event
- 4 tickets to the Public Preview Weekend
- Listing in Program
- ½-page ad in Program

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**GOLD SPONSOR - \$1,200**

- Listing on Rogue Winterfest web site
- Logo on Rogue Winterfest web site with link
- Listing on web site under your specific contribution
- Mentioned in E-Blast
- Mentioned in social media campaign
- We supply 7 ½ -foot tree

\_\_\_\_\_ We are making a **cash donation of \$1200**. We will need a decorator

\_\_\_\_\_ We will decorate our own tree. We understand we will be responsible for decorations, theme, and tree gifts. Total **cash donation \$500** plus in-kind decorating service for a minimum of \$700. Totally minimum worth \$1,200.

- Event signage
- Listing in Program
- ½-page ad in Program
- 2 tickets to the Culinary Christmas Classic
- 2 tickets to the Gala Event
- 4 tickets to the Public Preview Weekend

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**SILVER SPONSOR - \$700**

- Listing on Rogue Winterfest web site
- Event signage
- Listing in Program
- Mentioned in social media campaign
- ¼ -page ad in Program
- 2 tickets to the Culinary Christmas Classic
- 4 tickets to the Public Preview Weekend
- *Choose one of the following options:*

(1) \_\_\_\_\_ **Outdoor Display Sponsor**. You are responsible of building and setting up the display at the Bear Hotel. **Minimum In-kind sponsorship of \$700.** (*Amount of benefit tickets may vary depending on actual retail value of display.*)

(2) \_\_\_\_\_ **7 ½- foot Design Sponsor**. We will pair you with a tree sponsor and provide a decorator for you. The design sponsor and decorator work closely in developing a theme and gift ideas that will go under the tree. **You supply \$700 of in kind decorations.**

\_\_\_\_\_ Yes, I have a tree sponsor (name) \_\_\_\_\_

\_\_\_\_\_ Please pair me with a tree sponsor.

(3) \_\_\_\_\_ **7 ½ -foot In-Kind Decorator and Design Sponsor**. You are responsible for all decorations, tree gifts, and theme concept. You are donating your services and cost of decorations. **No cash donation is due. Minimum of \$700 in-kind services and decorations.** You will need to find a tree sponsor or we will pair you with one.

\_\_\_\_\_ Yes, I have a tree sponsor (name) \_\_\_\_\_

\_\_\_\_\_ Please pair me with a tree sponsor

- (4) \_\_\_\_\_ **4-foot Tree and Design Sponsor.** We will supply a 4-foot tree and supply a decorator. We suggest you work with the decorator to establish a theme and gift ideas that will go under the tree. **Cash donation of \$700.**
- (5) \_\_\_\_\_ **4-foot Tree and In-Kind Decorator Design Sponsor.** We will supply a 4-foot tree. You are responsible for all decorations, tree gifts, theme concept. *You are donating your services and cost of decorations.* **Responsible for \$350 cash tree donation plus minimum of \$350 in-kind services and decorations.**

\_\_\_\_\_ **BRONZE SPONSOR - \$500**

- Listed on Rogue Winterfest web site
- We supply 7 ½ -foot tree.  
\_\_\_\_\_ I will need a design sponsor and decorator  
\_\_\_\_\_ I would like to partner with \_\_\_\_\_,  
silver design sponsor.
- Mentioned in social media campaign
- Event signage
- Listing in Program
- 6 tickets to the Public Preview Weekend

\_\_\_\_\_ **COPPER SPONSOR - \$350**

- Listing on Rogue Winterfest web site
- *Choose one of the following:*
  - (1) \_\_\_\_\_ **4-foot Tree Sponsor.** We supply 4-foot tree.  
\_\_\_\_\_ I will need a design sponsor and decorator  
\_\_\_\_\_ I would like to partner with \_\_\_\_\_,  
design sponsor.
  - (2) \_\_\_\_\_ **4-foot Tree In-Kind Design and Decorator.** We will pair you with a 4-foot Tree Sponsor. You are responsible for all decorations, tree gifts, theme concept. **You are donating your services and cost of decorations. No cash donation. Responsible for minimum of \$350 in-kind services and decorations plus gifts under the tree.**
  - (3) \_\_\_\_\_ **Entertainment Sponsor. For the Gala Event or Culinary Event.** Listed on all ads mentioning the entertainment as a sponsor.
  - (4) \_\_\_\_\_ **Activity Sponsor.** Your cash donation will be used towards the Children's Activities during the Preview Weekend.
- Event signage
- Listing in Program
- Mentioned in social media campaign
- 4 tickets to the Public Preview Weekend

\_\_\_\_\_ **CULINARY SPONSOR – IN-KIND SERVICES**

The Culinary Christmas Classic has become extremely popular. Every year has been a sold out event. For 2010 we are again pairing wineries and breweries with culinary establishments. Complimentary food and beverage samplings will be offered throughout the night. We are limited to 12 establishments. Each establishment is asked to serve a minimum of two items.

- Listing on Rogue Winterfest web site
- Listing in the Program
- Mentioned in social media campaign
- Mention in E-Newsletter

- Two Culinary Christmas Classic Tickets to be given to whomever you choose.
- Two Preview Weekend Tickets

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***BEVERAGE SPONSOR – IN-KIND SERVICES***

Non-alcoholic beverages, water, beer, and wine are offered during the Culinary Christmas Classic and the Gala Event and Auction. Only Southern Oregon Wine and beer is served. If you are a winery or brewery you will be paired with a culinary establishment during the Culinary Christmas Classic. All alcoholic establishments must have a licensed representative present at the Culinary Event. You do not have to be present at the Gala Event. We ask that 6 bottles of wine from each establishment are donated or sold to Rogue Winterfest at a cost of \$12.00 per bottle during the Gala Event.. Non-alcoholic beverages will be served to the volunteers and decorators during set up and the Public Preview Weekend, and to the attendees during the Culinary Christmas Classic and Gala Events.

- Listing on Rogue Winterfest web site
- Listing in the Program
- Mention in E-Newsletter
- Mentioned in social media campaign
- Two Culinary Christmas Classic Tickets
- Two Preview Weekend Tickets

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***SILENT AUCTION ITEMS, PACKAGES, OR SERVICES***

- You may choose to donate an item, service, vacation package, product, etc. to be displayed during the Silent Auction at the Culinary Christmas Classic on Monday, December 6. We will be posting the items on our web site as they are provided. The more quickly you send in your silent auction item the sooner people will see it. For 2010 we are combining auction items into groupings – Vacation Packages, Spa Getaway, Wine Tour Package, Bedroom Décor, Gourmet Kitchen, etc. It's a terrific way to showcase your donation.
- Displayed on web site prior to auction. Auctioned during the Culinary Christmas Classic
- Listed on Auction Program
- Listed on E-Newsletter blasts

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***Musical Performers Welcome***

- We are looking for entertainers (singers, musicians, bands, etc.) to perform for 45 minute shifts during the Preview Weekend. Please let us know if you are interested in donating your time.
- Listed on Rogue Winterfest Web Site
- Listed on print ads advertising the Preview Weekend.
- Listed in Program
- Event Signage
- Mentioned in social media campaign

**The quicker you respond the sooner you will be advertised, posted on the web site, and included on the E-News Blast and social media campaign. So let us know NOW!! Please return the attached form no later than August 1, 2010 to:**

2010 Rogue Winterfest  
 Sue Price  
 Event Coordinator  
 1795 Apache Drive  
 Medford, OR 97501

## ROGUE WINTERFEST 2010 SPONSORSHIP FORM

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email Address \_\_\_\_\_ Website (if applicable) \_\_\_\_\_

\_\_\_\_\_ **\$10,000 Corporate Sponsor**

\_\_\_\_\_ We have our own decorator \_\_\_\_\_ We will need a decorator \_\_\_\_\_ We do not choose to have a tree at the Festival.

\_\_\_\_\_ **\$ 5,000 Platinum Sponsor**

\_\_\_\_\_ We have our own decorator \_\_\_\_\_ We will need a decorator \_\_\_\_\_ We do not choose to have a tree at the Festival.

\_\_\_\_\_ **\$ 2,500 Diamond Sponsor**

\_\_\_\_\_ We have our own decorator \_\_\_\_\_ We will need a decorator \_\_\_\_\_ We do not choose to have a tree at the Festival.

\_\_\_\_\_ **\$ 1,200 Gold Sponsor**

\_\_\_\_\_ We will need a decorator

\_\_\_\_\_ We will decorate our own tree. Total **Cash donation \$500** plus in-kind decorating service for a minimum of \$700.

\_\_\_\_\_ **\$ 700 Silver Sponsor. Refer to descriptions. Please select one.**

(1) \_\_\_\_\_ **Outdoor Display Sponsor.**

(2) \_\_\_\_\_ **7 1/2- foot Design Sponsor.**

\_\_\_\_\_ Yes, I have a tree sponsor (name) \_\_\_\_\_

\_\_\_\_\_ Please pair me with a tree sponsor.

(3) \_\_\_\_\_ **7 1/2 -foot In-Kind Decorator and Design Sponsor.**

\_\_\_\_\_ Yes, I have a tree sponsor (name) \_\_\_\_\_

\_\_\_\_\_ Please pair me with a tree sponsor

(4) \_\_\_\_\_ **4-foot Tree and Design Sponsor.**

(5) \_\_\_\_\_ **4-foot Tree and In-Kind Decorator Design Sponsor.**

\_\_\_\_\_ **\$ 500 Bronze Sponsor**

\_\_\_\_\_ I will need a design sponsor and decorator

\_\_\_\_\_ I would like to partner with \_\_\_\_\_ design sponsor.

\_\_\_\_\_ **\$ 350 Copper Sponsor**

(1) \_\_\_\_\_ **4-foot Tree Sponsor**

\_\_\_\_\_ I will need a design sponsor and decorator

\_\_\_\_\_ I would like to partner with

\_\_\_\_\_ design sponsor.

(2) \_\_\_\_\_ **4-foot Tree In-Kind Design and Decorator. No cash donation.**

(3) \_\_\_\_\_ **Entertainment Sponsor. For the Gala or Culinary Event.**

(4) \_\_\_\_\_ **Activity Sponsor**

\_\_\_\_\_ **Culinary Sponsor**

\_\_\_\_\_ **Beverage Sponsor**

\_\_\_\_\_ **Silent Auction Item. Description of item** \_\_\_\_\_

\_\_\_\_\_ **Entertainer Preview Weekend Description of performance** \_\_\_\_\_

For questions on sponsorships please contact  
Sue Price [sue@roquewinterfest.com](mailto:sue@roquewinterfest.com) or call 541-890-5472.

Please mail this form and check payable to  
Rogue Winterfest,  
1795 Apache Drive, Medford, OR 97501.

This form is also available on line at  
[www.roquewinterfest.com](http://www.roquewinterfest.com) and email back to [sue@roquewinterfest.com](mailto:sue@roquewinterfest.com)

\_\_\_\_\_ My check is included with this form. \_\_\_\_\_ Please bill me at a later date.

\_\_\_\_\_ I would like information on becoming a tree decorator.

**Creative Decorating Team Captain, Margy Goss, [margygwiz@aol.com](mailto:margygwiz@aol.com)**

\_\_\_\_\_ I would like to volunteer during the events.

**Volunteer Team Captain, Mary Lynne DeRocher, [mlderocher@soastc.org](mailto:mlderocher@soastc.org)**

\_\_\_\_\_ I have some questions regarding the Silent Auction.

**Silent Auction Team Captains, Stephenie Rigel and Ellen Johnson  
[srigel@optionsonline.org](mailto:srigel@optionsonline.org), [ejohnson@optionsonline.org](mailto:ejohnson@optionsonline.org)**

\_\_\_\_\_ I would like to design and create an art sculpture for the Gala Auction.

**Artists Team Captain, Hyla Lipson, [hyla1@earthlink.net](mailto:hyla1@earthlink.net)**

You may also find information by visiting [www.roquewinterfest.com](http://www.roquewinterfest.com)  
or call Event Coordinator Sue Price 541-890-5472

*Please note that all custom partnerships and cross-promotional opportunities are subject to discussion  
and approval by and between project partners and sponsors.  
All tree themes must be pre-approved. You will be contacted within 2 weeks to verify your sponsorship.*