



**GEORGIA**  
**Festival of**  
**TREES**

Holiday Magic with the Heart  
to End Human Trafficking

**2024 | Sponsorship Opportunities**  
Look inside to see how you can be  
part of the Holiday Magic!

**NOVEMBER 22 - DECEMBER 1, 2024**  
**GAS SOUTH CONVENTION CENTER**

**[GAFESTIVALOFTREES.ORG](http://GAFESTIVALOFTREES.ORG)**

# 2023 Marketing and Public Relations Highlights

## Press Coverage



**56.5%**  
OF TOTAL PRESS COVERAGE WERE MENTIONS  
**43.5%**  
WERE FEATURES!



**100%**  
OF OUR TOTAL PRESS COVERAGE WAS POSITIVE OR NEUTRAL

Local Exposure Included:  
(but not limited to)



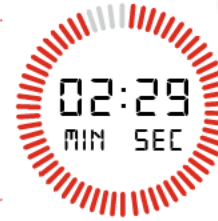
## TICKET SALES



**THOUSANDS KICKED OFF THEIR CHRISTMAS WITH US!**

## Website Visitor Duration

USER AVERAGE SESSION DURATION



GEORGIA FESTIVAL OF TREES REPORTED A **276% INCREASE** OVER THE INDUSTRY STANDARD!

TOTAL **92,285** SESSIONS

TOTAL **165,851** PAGE VIEWS

Hours of Exposure



**UP 108%**  
FROM 2022

## Community Impact

GIFTED OVER **600** FREE TICKETS TO LOCAL COMMUNITY-BASED PROGRAMS SERVING UNDERPRIVILEGED AND AT-RISK CHILDREN/FAMILIES

EMBRACED THE SENIOR COMMUNITY WITH OVER **2200** GUESTS ON SENIOR DAY

INCREASED AWARENESS, VOLUNTEERISM, AND CHARITABLE CONTRIBUTIONS TO STREET GRACE AND ATLANTA REDEMPTION INK IN 2023

PROVIDED DISCOUNTED TICKETS TO **303** ATLANTA-AREA SCHOOLS (FOCUSING ON SCHOOLS INSIDE THE 285 PERIMETER)

OFFERED PERFORMANCE OPPORTUNITIES TO **149** MUSIC/DANCE GROUPS

## Social Media Stats



**1,248,386**  
ENGAGEMENTS ACROSS PAID AND ORGANIC ADS



**5,381,923**  
IMPRESSIONS FROM DIGITAL ADS



**3,772**  
NEW FOLLOWERS ACROSS SOCIAL MEDIA



**21,823**  
FACEBOOK EVENT RESPONSES



**81,387**  
POST LINK CLICKS FROM SOCIAL MEDIA

## Look How We've Grown!

	2021	2022	2023
TICKETS SOLD	7,843	15,503	17,255
SOCIAL MEDIA FOLLOWERS	6,843	11,633	15,405
FACEBOOK EVENT RESPONSES	12,854	20,848	21,823
PAGE ENGAGEMENTS	98,433	507,555	1,052,900
ENGAGEMENTS ACROSS SOCIAL MEDIA CHANNELS	114,808	863,592	1,248,386
IMPRESSIONS ACROSS ALL CHANNELS	16.6M	70.7M	322.2M



# 2024 Sponsorship Levels

	Presenting Sponsor (\$100,000)	Platinum Sponsor (\$50,000)	Gold Sponsor (\$25,000)	Silver Sponsor (\$10,000)	Bronze Sponsor (\$5,000)
Event Tickets					
Recognition on Festival Website					
First Night Celebration Gala Tickets					
Prominent Display of Company Tree					
Ad in Festival Program	Full	Full	½ Page	¼ Page	
Auction Platform Advertising					
Naming Rights to a Day/Area**					
Sponsor Highlight on Social Media					
Logo on Select Marketing Materials					
Sponsor Main Stage or First Night Gala					
Festival Provided Designer Tree					
Radio/TV/Billboard Ad Mentions					

## \*\*Festival Areas/Days Naming Right Options

### Platinum Level:

- First Night Celebration
- Main Stage

### Gold Level:

- Reindeer Games
- Gift Shops
- Photos with Santa
- Tree-Mendous Auction
- Christmas LEGO Competition
- Little Elves Driving Academy
- Senior Day
- Educator's Day
- First Responder's Day
- Veteran's Day

### Silver Level:

- Santa's Workshop
- Feature Tree
- First Look Entryway
- Grand Entrance
- Gingerbread Competition
- Wreath Collection
- Centerpiece Collection
- Nativity Collection
- Scents of the Season

# 2024 Sponsorship Levels

## PRESENTING SPONSOR: \$100,000

- Radio/television/billboard ad mentions
- Sponsor logo on all Georgia Festival of Trees collateral
- Festival prepared, 9-foot designer Christmas tree prominently placed in the auction under the sponsor's name
- Sponsor highlights in social media
- Auction platform advertising || Advertising during Festival
- (10) First Night Celebration Gala Tickets
- Festival Website Recognition
- Event Tickets



## PLATINUM SPONSOR: \$50,000

- Naming rights for either the First Night Celebration Gala or Main Stage
- Festival prepared, 9-foot designer Christmas tree prominently placed in the auction under the sponsor's name
- Logo on Select Marketing Materials
- Sponsor highlights in social media
- Auction platform advertising
- Full page ad in Festival program
- On-site advertising during the Festival
- (8) First Night Celebration Gala Tickets
- Festival Website Recognition
- Event Tickets

## GOLD SPONSOR: \$25,000

- Naming rights on one of these days/areas:
  - Photos with Santa
  - Tree-Mendous Auction
  - Little Elves Driving Academy
  - Reindeer Games
  - Gift Shops
  - Senior Day
  - First Responder's Day
  - Educator's Day
  - Veteran's Day
- Logo on Select Marketing Materials
- Sponsor highlights in social media
- Auction platform advertising
- On-site advertising during Festival
- (6) First Night Celebration Gala Tickets
- Advertisement in Festival program: ½ page
- Festival Website Recognition
- Event Tickets

## SILVER SPONSOR: \$10,000

- Naming rights on one of these areas:
  - Santa's Workshop
  - Feature Tree
  - First Look Entryway
  - Gingerbread Competition
  - Grand Entrance
  - Wreath Collection
  - Scents of the Season
  - Nativity Collection
  - Centerpiece Collection
- Logo on Select Marketing Materials
- (4) First Night Celebration Gala Tickets
- Festival Website Recognition
- Advertisement in Festival program: ¼ page
- On-site advertising during the Festival
- Event Tickets

## BRONZE SPONSOR: \$5,000

- On-site advertising during the Festival
- (2) First Night Celebration Gala Tickets
- Festival Website Recognition
- Event Tickets

## FRIENDS OF THE FESTIVAL: (\$500-\$4,999)

- Logo included in Festival Program
- Festival Website Recognition
- Event Tickets

\*Sponsorships can be customized to meet both your business and philanthropic needs.