

# 2021 FESTIVAL OF TREES

## Corporate Sponsorship Guide



**Benefiting the Summit Charter School Foundation  
and Cashiers-Highlands Plateau Non-profits**

# WHO WE ARE

The **Summit Charter School Foundation** is a 501(c)(3) that raises money to support **Summit Charter School**, a growing K-12 public charter school in Cashiers, N.C. Summit currently serves 239 students and 45 teachers, representing five counties in rural western North Carolina.

Summit Charter School (SCS) engages students in learning experiences that stimulate discovery, inspire excellence, and nurture a positive influence in an ever-changing world. Summit's primary goals are to graduate students who are **academically prepared, engaged in the community, healthy, and strong in character**.

As a **tuition-free public charter school**, Summit receives only 75% of the public funding of a traditional public school and **zero funding** for capital improvements. To sustain the qualities of a Summit education and to ensure our children thrive, the Foundation must raise private funding on an annual basis to close the school's funding gap.

In 2021, the SCS Foundation is thrilled to introduce a new and exciting fundraising event to benefit the school—as well as other non-profits across the Cashiers-Highlands plateau—the inaugural **CASHIERS FESTIVAL OF TREES!**



## So, what's this event all about?

The Cashiers Festival of Trees is a signature fundraising event featuring beautifully decorated trees, wreaths, décor items, children's crafts, holiday performances, and activities. The multi-day event will bring together families, non-profits, businesses, and individuals to celebrate the holiday season with one-of-a-kind shopping and programming for all ages. This event will be marketed to thousands across the plateau and beyond.

While raising money for the school is the primary focus of the event, the SCS Foundation has decided to **spread the holiday spirit of giving**: when a non-profit decorates a tree or wreath, 20% of the item's sale will go BACK to the participating non-profit, creating a collaborative initiative to benefit our fellow charities and their worthy causes. Supporting our entire community is very important to our cause and the school's overall mission.

Furthermore, the Cashiers Festival of Trees is intended to amplify opportunities for participants and guests to swell visitors and provide experiences that attract people to our area and support local businesses, merchants, restaurants, and other holiday events—such as the *Village Green Tree Lighting* and the *Boys & Girls Club of the Plateau Bright Futures*— while providing entertainment and uplifting moments for friends and families!



## WHEN & WHERE

**MOËT & CHANDON TOAST OF THE TREES – the “kick-off party”** – Our *Moët & Chandon* Toast of the Trees event is an exclusive celebration to kick-off the inaugural Cashiers Festival of Trees and to thank our top Benefactors and Corporate Sponsors. Toast of the Trees is sponsored by **Moët & Chandon** and will take place at The Orchard on **Thursday, July 29, 2021**. This VIP evening will include a champagne reception, multi-course meal curated by Chef Travis Boswell and paired to perfection by our friends at Moët, and a short (albeit thrilling!) live auction. We will “toast” to our generous supporters and to a new year of supporting education and the plateau we all know and love. **Please note: due to COVID-19 precautions, this event is limited to 60 guests**

**CASHIERS FESTIVAL OF TREES – “the main event”** — Cashiers Festival of Trees is a multi-day, family-friendly event during **Thanksgiving weekend** where guests bid on decorated trees and holiday décor, enjoy a wide variety of holiday performances, create personalized children’s crafts, celebrate literacy on the ***Dolly Parton Imagination Library Storytime Stage***, and shop one-of-a-kind gifts in the Gift Zone. Cashiers Festival of Trees will take place on **Friday, November 26 – Saturday, November 27, 2021**, at the Summit Center, the athletics and fine arts facility at Summit Charter School.

### MEET OUR CO-CHAIRS: *Sarah Jennings and Sarah Palisi Chapin!*



*Sarah Jennings (left) and Sarah Palisi Chapin (right) serve on the Summit Foundation Board of Directors and are longtime supporters of education and children charities. In addition to their love for Summit, Chapin is a former executive of several global brands in the food & beverage industry, while Jennings is the Special Events & Marketing Director of Lonesome Valley and a Summit Parent. We are thrilled to have this dynamic duo lead our inaugural Cashiers Festival of Trees.*

## AN INVITATION

We cordially invite you to partner with us as a **SPONSOR** for the inaugural Cashiers Festival of Trees. Our organization is a 501(c)(3) tax-exempt organization under tax ID number 56-2039872. **Becoming a sponsor will help us further our important mission of providing high-quality education to children in western North Carolina.** Cashiers Festival of Trees provides branding exposure through a wide variety of both traditional and digital marketing channels, media publications, and community initiatives. Please find our Corporate Sponsorship Levels and demographic information on the following pages:



# CORPORATE SPONSORSHIPS

## 2021 FESTIVAL OF TREES CORPORATE SPONSORSHIPS

**ALL SPONSORS** receive the following benefits:

- 4-color ad or logo in the Event Program, distributed to thousands across the Cashiers-Highlands Plateau and at the Festival of Trees event
- Acknowledgement of sponsorship with logo on the event website
- Acknowledgement of sponsorship with logo on the virtual tree/online auction website
- Acknowledgement of sponsorship with logo on posters and social media
- Inclusion in e-blast(s) distributed to supporters of Summit and community partners
- Tickets to the Festival of Trees and a VIP Breakfast of your choice
- Pre-sale access to the exclusive 2021 and 2022 Toast of the Trees kick-off party
- Entry to design a tree, wreath, or gift basket

## SPONSORSHIP LEVELS

*The difference between your sponsorship level and fair market value is a charitable contribution that is fully tax-deductible.*

### **Presenting Sponsor (1 Available) (Sold - McKee Properties)**

***\$15,000 Cash Donation or \$20,000+ In-Kind Donation***

Exclusive Sponsorship

First choice of complimentary tree

Four (4) Tickets to July 2021 Kick-off Party

Six (6) Tickets to Festival of Trees

Six (6) Tickets to the VIP Breakfast of your choice

Entry to design a tree, wreath, or gift basket

Logo on Step & Repeat at Kick-off Party and Festival of Trees

Logo on Event Banner displayed in the high-traffic Cashiers crossroads

Full Page Ad in Event Program

Takeaway item in attendee bag at Kick-off Party and at Festival of Trees

Social Media Promotion

Preferential Logo in Program, Website, Attendant Publicity

### **Toast of the Tree Sponsor (Sold - Moët & Chandon)**

***\$10,000 Cash Donation or \$15,000 In-Kind Donation***

Naming Rights to Event

Six (6) Tickets July 2021 Kick-off Party

Four (4) Tickets to the Festival of Trees

Four (4) Tickets to the VIP Breakfast of your choice

Entry to design a tree, wreath, or gift basket

Logo on Step & Repeat at Kick-off Party and Festival of Trees

1/2 Page Ad in Event Program

Takeaway item in attendee bag at Kick-off Party and at Festival of Trees

Social Media Promotion

Preferential Logo in Program, Website, Attendant Publicity

**Storytime Stage (Sold - Dolly Parton's Imagination Library and Moskowitz Law Firm) • Build a Bear (Sold - Design South Builders) • Gift Wrapping Station • Printed Tickets (Sold - Jersey Mike's) • Takeaway Bag Sponsor (Sold - Cashiers Farmers Market) • Lobby Tree Sponsors (Multiple Sponsors Available - Crawford Environmental Inc.) • Concession Stand (Sold - Shell and BP Gas Stations) • Auction Paddle Sponsor**

***\$5,000 Cash Donation or \$10,000 In-Kind Donation***

Name and logo listing on recognition signature at your area/event; first-in receives choice of area

Two (2) Tickets July 2021 Kick-off Party

Four (4) Tickets to the Festival of Trees

Four (4) Tickets to the VIP Breakfast of your choice

Entry to design a tree, wreath, or gift basket

Logo on Step & Repeat at Kick-off Party and Festival of Trees

1/2 Page Ad in Event Program

Takeaway item in attendee bag at Kick-off Party and at Festival of Trees

Social Media Promotion

Preferential Logo in Program, Website, Attendant Publicity

**Breakfast with the Grinch (Ages 21+) • Volunteer Apron • Tree Transportation (Sold - Cashiers Firewood) • Candyland Trail**

***\$3,500 Cash Donation or \$6,000 In-Kind Donation***

Name and logo listing on recognition signature at your area/event; first-in receives choice of area

Four (4) Tickets to the Festival of Trees

Four (4) Tickets to the VIP Breakfast of your choice

Entry to design a tree, wreath, or gift basket

Logo on Step & Repeat at Festival of Trees

1/2 Page Ad in Event Program

Takeaway item in attendee bag at Festival of Trees

Social Media Promotion

Preferential Logo in Program, Website, Attendant Publicity

**Breakfast with Santa (Sold - Zoller Hardware and Francie Hargrove Interior Design) • Signage Sponsors (2 Available)**

***\$2,500 Cash Donation or \$5,000 In-Kind Donation***

Name and logo listing on recognition signature at your area/event; first-in receives choice of area

Four (4) Tickets to the Festival of Trees

Four (4) Tickets to the VIP Breakfast of your choice

Entry to design a tree, wreath, or gift basket

Logo on Step & Repeat at Festival of Trees

1/4 Page Ad in Event Program

Takeaway item in attendee bag at Festival of Trees

Social Media Promotion

Preferential Logo in Program, Website, Attendant Publicity

**Gift Zone Sponsors (4 Available) • Children's Craft Activity (Unlimited)**

***\$1,000 Cash Donation or \$2,000 In-Kind Donation***

Name and logo listing on recognition signature at your area/event; first-in receives choice of area

Four (4) Tickets to the Festival of Trees  
Two (2) Tickets to the VIP Breakfast of your choice  
Entry to design a tree, wreath, or gift basket  
Takeaway item in attendee bag at Festival of Trees  
Logo on Step & Repeat at Festival of Trees  
Social Media Promotion  
Preferential Logo in Program, Website, Attendant Publicity

### **Ornament Sponsor (Unlimited)**

***\$500 Cash Donation or \$1,000 In-Kind Donation***

Name and logo listing on recognition signature at ornament shop  
Four (4) Tickets to the Festival of Trees  
Entry to design a tree, wreath, or gift basket  
Social Media Promotion  
Preferential Logo in Program, Website, Attendant Publicity

## **IMPACT OF YOUR SPONSORSHIP**

Your sponsorship will have a **significant and positive impact** on the lives of our school children and the community at large. For the current school year, our student population is:

- 76% Caucasian, 19% Latino, 5% More than one race.
- 12% of our children are enrolled in the EC Program. EC programming ensures students with disabilities develop intellectually, physically, emotionally, and vocationally through individualized education.
- 52% of our children live at 200% or less than the Federal Poverty Level  
7% of our children are English Language Learners

In addition to full-time residents, Thanksgiving weekend attracts thousands of guests and seasonal residents. The marketing exposure across the region is immense AND diverse:

# CASHIERS, NC PROFILE

## ECONOMY



### INCOME AND EMPLOYMENT

The median age for Cashiers is high, and total employment for those that live in Cashiers and are of working age is relatively low. There are many retirees in Cashiers, with seasonal and other service jobs being filled by workers that live outside of Cashiers and commute in.

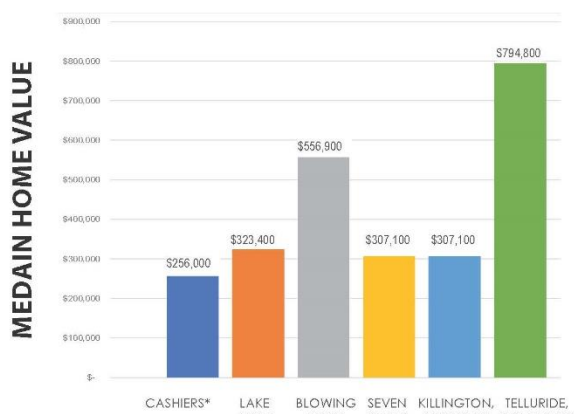
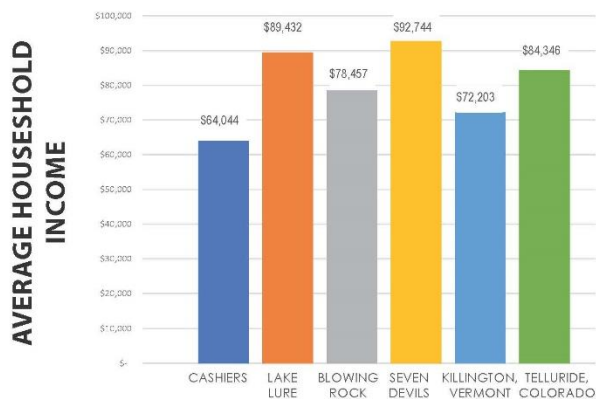
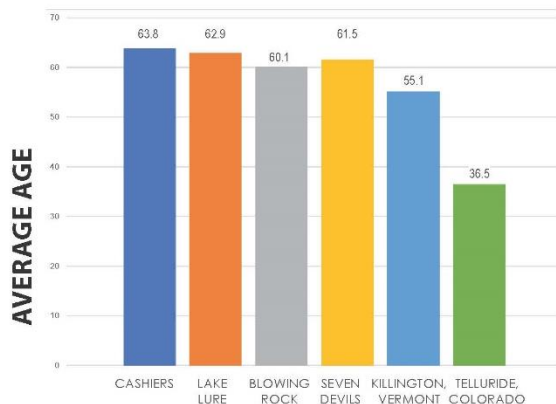
Did you know?

The median age for Cashiers is 63.8.

### EMPLOYMENT BY SECTOR IN 2017

Construction and Educational Services both make up a large percentage of the industries in which residents work. **The largest area of employment is Arts/Entertainment/Recreation and Accommodation and Food Service.** This industry sector employs over 200 people representing over 53 percent of the total workforce!

### HOW DOES CASHIERS COMPARE TO OTHER VACATION TOWNS?



Source for all data: 2012-2016 ACS

\*Number shown is for Census Designated Place; ESRI estimates the median home value of Cashiers study area is \$418,478

### WORKFLOW PATTERNS



\*Inflow worker migration is in part due to a large number service-related jobs and the relative high cost of housing.



### VACATION RENTAL DATA

There are over 2,000 seasonal dwellings in Cashiers. There are also a number of hotels, inns and short term rentals. Cashiers average daily rate for Air B and B rentals is over 32 percent lower than the average daily rate of a home in Blowing Rock.

### RETAIL SURPLUS / LEAKAGE

**\$78,863,444** total retail sales (2017)

**\$18,022,347** retail sales potential (2017)

**-62.8** total retail Leakage/Surplus

Cashiers has a negative retail leakage/surplus ratio due to the large seasonal population and high tourism rates.



## HIGHLANDS, NC PROFILE

- 2nd Highest incorporated town east of the Mississippi River at 4,118 feet
- One of the few temperate rainforests in North America
- Year-Round population on Highlands Plateau 3,200 swelling to over 18,000 in the summer
- Salamander capital of the world
- Lichen capital of the world
- Median home price in 2018 was \$548,000
- Population has grown 28% since 2010
- Median age is 56.7
- Average people per household is 2.1
- 58.9% of population have a four-year degree or higher
- Median income \$54,850\*\*
- Profile of new home buyer is mid 40s professional within an 8-hour drive radius of Highlands who tends to come 14-18 weekends a year.

*\*\* Highlands Data collected from US Census which does not calculate the effect of the second home owners in population, median income, education, etc.*

**Thank you for your sponsorship consideration!**

### FOUNDATION BOARD OF DIRECTORS

Josh Crawford – *Chair*

Sarah Palisi Chapin – *Vice Chair, Festival of Trees Co-Chair*

Robert D. Hunter – *Treasurer*

Melanie D. Jones – *Secretary*

Sarah Jennings – *Festival of Trees Co-Chair*

Darlene Conley

Don Glisson Jr.

Jim Nichols

#### **Sponsorship Contact**

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