 **All proceeds from the Sugar Plum Tour remain in Greater Akron to benefit your community.**

Recent grants have supported:

- LGBTQ+ youth homelessness programs
- Safer school environments for LGBTQ+ students
- Outreach efforts to aging LGBTQ+ adults
- Gender-affirming health care services for LGBTQ+ youth
- LGBTQ+ survivors of domestic and sexual violence


Since 2005, GCEF has reinvested over \$840,000 into programs that positively impact the LGBTQ+ community and Greater Akron as a whole.

GCEF also awards scholarships to LGBTQ+ and allied students pursuing a postsecondary degree.

 **Money raised from the tour advances GCEF's mission.**

Your Sponsorship:

- Helps us permanently increase our annual grantmaking in the community
- Shows your commitment to diversity and inclusion

 **Consider becoming a sponsor of the 2024 Sugar Plum Tour.**

Sponsorship Levels:

- | | |
|-------------------------|------------------------|
| • Presenting \$15,000+ | • Holly \$2,500+ |
| • Gingerbread \$10,000+ | • Jingle Bell \$1,500+ |
| • Nutcracker \$7,500+ | • Mistletoe \$1,000+ |
| • Candy Cane \$5,000+ | • Garland \$500+ |

 **Benefits of Sponsorship:**

VISIBILITY:

The Sugar Plum Tour attracts over 1,500 tourgoers each year, including hundreds of virtual viewers from around the globe.

RECOGNITION:

Your name or business logo will appear in the tour guide and on other marketing, promotional and event materials identified by level of sponsorship.

TAXES:

A portion of your gift is tax deductible.

(See enclosed card)

Last year's tour was attended by over 1,500 guests and raised more than \$165,000 in sponsorships and ticket sales to benefit the Gay Community Endowment Fund.

Supporters like you enabled the fund to award 18 grants totaling \$82,000 in 2024 – the largest grantmaking total in 10 years. Your sponsorship of the Sugar Plum Tour allows us to make larger, more meaningful grants that improve the lives of the Greater Akron LGBTQ+ community.

The 23rd annual Sugar Plum Tour will include both live and virtual tours, with the live tour taking place on Sunday, Dec. 8, from 12 to 5 p.m., and the virtual tour taking place the weekend of Dec. 14-15. Your sponsorship gives you full access to both tours, allowing you to experience all five homes on the live tour, the private Patron Party home, and early access to the virtual tour. As in past years, the virtual tour will include all five homes on the live tour, as well as two homes filmed exclusively for the 2024 virtual tour.

We're excited to share with you that we will be returning to a private home for this year's Patron Party. Any level of sponsorship grants you tickets to the Patron Party, and sponsors at the \$2,500 level or above are invited to intimately preview the homes on the day prior to the tour with our homeowners.

On the enclosed card, you'll find a full menu of tax-deductible sponsorship opportunities for your consideration. We appreciate your partnership and look forward to seeing you at this year's tour.

Sincerely,



Gregory Hail
Sugar Plum Tour Chair

Please submit your sponsorship by Oct. 1, 2024, to be properly recognized on all promotional materials.

Akron Community Foundation | 345 W. Cedar St., Akron, OH 44307 | 330-376-8522 | sugarplumtour.org

The Gay Community Endowment Fund is an affiliate of Akron Community Foundation, a 501(c)(3) public charity.

Your tax acknowledgment card will confirm your reservation. Sponsorships and tickets are nonrefundable, but tickets may be transferred.



| SPONSORSHIP LEVELS | ADMISSION | | | COMMEMORATIVE GIFTS | RECOGNITION | | | | | |
|--|---|--|-----------------------------------|---------------------|---------------------------------------|--------------|---------|-----------|---|-------------------------|
| | Live Tour & Patron Party Tickets (Dec. 8) | Brunch & Preview Tour Tickets (Dec. 7) | Virtual Tour Tickets (Dec. 14-15) | 2024 Tour Ornament | Sugar Plum Tour Guide Print & Digital | Social Media | Website | Print Ads | Signage in Front of All Live Tour Homes and Before Each Virtual Tour Home Video | Online Ads & Billboards |
| \$15,000+ Presenting <i>Tax-deductible portion is \$14,515</i> | 8 | 2 | 8 | 1 | FULL PAGE + NAME OR LOGO ON COVER | ✓ | ✓ | ✓ | Prominent Display of Name or Logo | ✓ |
| \$10,000+ Gingerbread <i>Tax-deductible portion is \$9,515</i> | 8 | 2 | 8 | 1 | FULL PAGE | ✓ | ✓ | ✓ | Large Font Display of Name or Logo | |
| \$7,500+ Nutcracker <i>Tax-deductible portion is \$7,115</i> | 6 | 2 | 6 | 1 | FULL PAGE | ✓ | ✓ | ✓ | Medium Font Display of Name or Logo | |
| \$5,000+ Candy Cane <i>Tax-deductible portion is \$4,615</i> | 6 | 2 | 6 | 1 | FULL PAGE | ✓ | ✓ | ✓ | Listing of Name or Business | |
| \$2,500+ Holly <i>Tax-deductible portion is \$2,215</i> | 4 | 2 | 4 | 1 | HALF PAGE | ✓ | ✓ | | | |
| \$1,500+ Jingle Bell <i>Tax-deductible portion is \$1,275</i> | 4 | | 4 | 1 | QUARTER PAGE | ✓ | ✓ | | | |
| \$1,000+ Mistletoe <i>Tax-deductible portion is \$875</i> | 2 | | 2 | 1 | EIGHTH PAGE | ✓ | ✓ | | | |
| \$500+ Garland <i>Tax-deductible portion is \$375</i> | 2 | | 2 | 1 | LISTING | ✓ | ✓ | | | |

SUGAR PLUM TOUR

LIVE TOUR:

Sunday,
Dec. 8, 2024

VIRTUAL TOUR:

Saturday & Sunday,
Dec. 14-15, 2024

Sugar Plum Tour Sponsorship Opportunities

SPONSORSHIP LEVELS

- ☐ **Presenting**
\$15,000+
- ☐ **Nutcracker**
\$7,500+
- ☐ **Holly**
\$2,500+
- ☐ **Mistletoe**
\$1,000+
- ☐ **Gingerbread**
\$10,000+
- ☐ **Candy Cane**
\$5,000+
- ☐ **Jingle Bell**
\$1,500+
- ☐ **Garland**
\$500+
- ☐ I cannot attend but would like to make a tax-deductible gift to support the tour: \$ _____

NAME(S) as you wish to be published, for recognition purposes ☐ Anonymous

STREET ADDRESS CITY STATE ZIP

PHONE EMAIL

- ☐ Sponsorship recognition only. Please release/resell my patron tickets.
- ☐ I do not need all my patron tickets. Please release/resell _____ tickets.

ADS & LOGOS SUBMISSION

If providing a logo, send a high-resolution file in .eps or .jpg format to info@triadadv.com and oeastly@akroncf.org.
If providing an ad, please send a full-color, print-ready PDF file according to sponsor level.

| FULL PAGE: | HALF PAGE: | QUARTER PAGE: | EIGHTH PAGE: |
|-------------------|-------------------|---------------------|----------------------|
| 8.75"W X 7.5"H | 4.25"W X 7.5"H | 4.25"W x 3.625"H | 4.25"W X 1.6875"H |

CORRESPONDENCE

Please mail sponsorship forms to:
Sugar Plum Tour
c/o Akron Community Foundation
345 W. Cedar St., Akron, OH 44307.

For questions, please call
330-376-8522.

PAYMENT

- ☐ **Online.** Reserve your sponsorship at akroncf.org/give/GCEF.
Please write "Sugar Plum Tour" in the comments section.
- ☐ **Check.** Enclose a check for the total amount,
made payable to **Akron Community Foundation**.
Please write "Sugar Plum Tour" on the memo line.
- ☐ **Installments (via credit card only).**
(must be paid in full by Dec. 1, 2024 to receive benefits)

Please bill me \$ _____ per month for _____ months

- ☐ **Credit Card.** Please charge my sponsorship totaling \$ _____
- ☐ Visa ☐ MC ☐ Discover ☐ This is a corporate card

NAME ON CARD

ACCOUNT NUMBER

EXP. DATE

SIGNATURE

SECURITY CODE

PLEASE NOTE: We gladly accept gifts from donor-advised funds and IRAs. However, per IRS regulations, such sponsorships cannot receive any benefits, including but not limited to event tickets, gifts, meals and other items of value. If you plan to make a gift from your donor-advised fund or IRA, please contact Deb Hoffman at dhoffman@akroncf.org or 330-436-5614.

