



SUGAR PLUM TOUR

of Holiday Homes

LIVE TOUR:
Sun. Dec. 5, 2021
VIRTUAL TOUR:
Sat. & Sun. Dec. 11 & 12, 2021



SPONSORSHIP OPPORTUNITIES

Last year, our annual Sugar Plum Tour quickly morphed into one of Greater Akron's first virtual home tours and was viewed online by thousands of sponsors and donors. In addition to being enjoyed locally, the tour was also viewed in other parts of the U.S. and in seven different countries throughout the world. It was a bright beacon in last year's holiday season and a fundraising success, as well, generating over \$100,000 for the Gay Community Endowment Fund. In turn, the fund has made recent impact grants back into our community, benefiting the Summa Health Pride Clinic, Akron Children's Hospital's Center for Gender Affirming Medicine, Margie's Hope, and other local direct service organizations supporting the LGBTQ+ community.

This year, the Sugar Plum Tour is celebrating its 20th anniversary, and it promises to be one of our very best!

The tour will take place over two weekends in December, with the first Sunday (Dec. 5) as a live tour and the second weekend (Dec. 11 & 12) as a virtual tour that includes professionally filmed videos of all the homes. Your sponsorship gives you access to both weekends and, depending on your level of sponsorship, additional opportunities for recognition. As in prior years, any level of sponsorship guarantees tickets to the Patron Party and also allows you to purchase any remaining individual tickets for the party if they become available (after Nov. 1).

Sponsorship at the \$2,500 level or above will allow you and a guest to intimately preview the homes on the day prior to the tour with our homeowners. At the \$5,000+ level, you can sponsor one of the homes on the tour or become the presenting sponsor for the keepsake photo book.

On the enclosed card, you'll find the tax-deductible sponsorship opportunities for our 20th Sugar Plum Tour of Holiday Homes. We appreciate your partnership and continued support – and we look forward to celebrating this milestone year with you!

Sincerely,

Rick Krochka
Sponsorship Chair
2021 Sugar Plum Tour

Babette Medcalf
Co-Chair
2021 Sugar Plum Tour

Phil Montgomery
Co-Chair
2021 Sugar Plum Tour

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

Recent grants have supported:

- LGBTQ+ youth homelessness programs
- Specialized health care services for LGBTQ+ patients
- Safer school environments for LGBTQ+ students
- Arts programming and internships for LGBTQ+ young adults

Since 2005, GCEF has reinvested over \$630,000 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 in 2020 continues to advance 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 2021 Sugar Plum Tour

Sponsorship Levels:

- | | |
|----------------------|----------------------------|
| • Presenting Sponsor | • Sugar Plum Home \$5,000+ |
| • Snowflake \$2,500 | • Nutcracker \$1,500 |
| • Mistletoe \$1,000 | • Garland \$500 |

Benefits of Sponsorship:

VISIBILITY:

The Sugar Plum Tour attracts over 1,200 live tourgoers and hundreds of virtual viewers from outside the Akron area and 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)

Please submit your sponsorship by Oct. 1, 2021, to be properly recognized on all promotional materials.





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SPONSORSHIP LEVELS	ADMISSION			COMMEMORATIVE GIFTS		RECOGNITION					
	Live Tour & Patron Party Tickets (Dec. 5)	Brunch & Preview Tour Tickets (Dec. 4)	Virtual Tour Tickets (Dec. 11 & 12)	2021 Tour Photo Book	2021 Tour Ornament	Sugar Plum Tour Guide Virtual & Print	Social Media	Website	Print Ads	Signage	Online Ads & Billboards
Presenting Sponsor ONLY ONE PRESENTING SPONSORSHIP AVAILABLE!	8	2	✓	1	1	FULL PAGE + NAME OR LOGO ON COVER	✓	✓	✓	Patron Home	✓
\$5,000+ Sugar Plum Home Sponsor (up to 8) <i>Tax-deductible portion is \$4,070</i>	6	2	✓	1	1	FULL PAGE	✓	✓	✓	General Tour Home	
\$5,000 Book Sponsor (1) <i>Tax-deductible portion is \$4,070</i>	6	2	✓	1	1	FULL PAGE + NAME OR LOGO ON PHOTO BOOK COVER	✓	✓	✓		
\$2,500 Snowflake <i>Tax-deductible portion is \$1,805</i>	4	2	✓	1	1	HALF PAGE	✓	✓			
\$1,500 Nutcracker <i>Tax-deductible portion is \$1,120</i>	3		✓		1	QUARTER PAGE	✓	✓			
\$1,000 Mistletoe <i>Tax-deductible portion is \$740</i>	2		✓		1	EIGHTH PAGE	✓	✓			
\$500 Garland <i>Tax-deductible portion is \$240</i>	2		✓		1	LISTING	✓	✓			

Sugar Plum Tour Sponsorship Opportunities

SPONSORSHIP LEVELS

- Presenting** **Book Sponsor** **Nutcracker** **Garland**
\$5,000+ \$5,000 \$1,500 \$500
- Sugar Plum** **Snowflake** **Mistletoe**
\$5,000+ \$2,500 \$1,000

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

STREET ADDRESS

CITY STATE ZIP

TELEPHONE (HOME) (OTHER)

EMAIL

- Sponsorship recognition only. Please release/resell my Patron Tickets.
 I do not need all my Patron Tickets. Please release/resell ____ tickets.

PATRON TICKET PICK UP & DELIVERY OPTIONS

- Early Pick-Up Tour Day Pick-Up Delivery

ADS & LOGOS SUBMISSION

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

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

PAYMENT

- Online.** Reserve your sponsorship at www.akroncf.org/give/GCEF.
Please write "Sugar Plum Tour sponsorship" 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, 2021 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

CORRESPONDENCE

Inquiries and sponsor forms should be directed to:
Sugar Plum Tour c/o Akron Community Foundation
345 W. Cedar St., Akron, OH 44307 or call (330) 376-8522.

