

## We Welcome Your Support

Aside from being a beloved Des Moines tradition, Festival of Trees & Lights is the primary annual fundraiser for the Blank Children's Hospital Child Life program and statewide Center for Advocacy & Outreach. Child Life specialists help children and their parents cope with the stress of an illness or injury, while the Center helps improve the health and safety of children throughout Iowa. Your financial gift to Festival helps ensure these important services continue to be available to all children and their families.

Festival of Trees & Lights debuted in 1984, and since that time has become one of Central Iowa's most anticipated, most treasured holiday events. The event has raised \$8.7 million to support programs at Blank Children's Hospital during the 34-year history.

The five-day celebration offers beautifully decorated trees, children's activities, holiday shopping, tasty foods and entertainment.

We welcome your participation in this year's Festival of Trees & Lights. It's a special event where generosity, volunteerism, good will and joy unite for the greatest cause of all: our children.

## Ways to Get Involved

There are many ways to get involved and support Festival of Trees & Lights. From underwriting a tree or volunteering at the event to holding a book drive or decorating a tree, there are numerous opportunities. We are grateful for your support and involvement.

Visit [festivaloftrees.com](http://festivaloftrees.com) to learn more or call the UnityPoint Health - Des Moines Foundation at (515) 241-6304.

## Sponsorship Opportunities

NOVEMBER 22-26, 2017

*Donor Advised Funds (DAF), Private Foundations, United Way, and IRA rollover gifts (must be 70½) can be used to sponsor the event as long as the donor does not receive goods or services in exchange for the contribution. The full value of the event ticket(s) and any other tangible benefits must be paid for personally by the donor.*



..... BLANK CHILDREN'S HOSPITAL .....

FESTIVAL OF

trees & lights

.....

Presented by Iowa Realty



Blank Children's Hospital  
UnityPoint Health

(515) 241-6304

FESTIVALOFTREES.COM

UnityPoint Health - Des Moines Foundation  
1415 Woodland Ave., Suite E-200  
Des Moines, IA 50309

Veterans Memorial  
Community Choice Credit Union  
Convention Center Ballroom

DOWNTOWN DES MOINES

# UNDERWRITING OPPORTUNITIES

## THERE ARE TWO MAIN OPTIONS TO UNDERWRITE/SPONSOR A TREE AT FESTIVAL:

**1. UNDERWRITER:** Most underwriters choose to select a tree at Festival. Tree selection is done in order of underwriting levels. Choose your level of underwriting below. If you choose to select a tree, your assigned selection day and time will be mailed to you in November.

**2. UNDERWRITER PLUS:** If you would like to decorate and keep your tree, the Underwriter Plus package is available at \$1,000 or more. If you would like to be an Underwriter Plus, please select your giving level and complete the Underwriter Plus information below.

**DECORATE ONLY?** If you would like to decorate a tree and not underwrite, that is an option as well. Please visit our website at [www.festivaloftrees.com](http://www.festivaloftrees.com) and complete our online decorator form.

**PLATINUM UNDERWRITER \$5,000 - \$9,999**  **Underwriter Plus**  
Platinum Round Tree Selection | 2 Gala Tickets | Gala Program Recognition | Festival Program Recognition  
All but \$710 of your donation is tax deductible. If Underwriter Plus, all but \$410 is tax deductible.

**GOLD UNDERWRITER \$2,500 - \$4,999**  **Underwriter Plus**  
Gold Round Tree Selection | Festival Program Recognition  
All but \$550 of your donation is tax deductible. If Underwriter Plus, all but \$250 is tax deductible.

**SILVER UNDERWRITER \$1,500 - \$2,499**  **Underwriter Plus**  
Silver Round Tree Selection | Festival Program Recognition  
All but \$550 of your donation is tax deductible. If Underwriter Plus, all but \$250 is tax deductible.

**BRONZE UNDERWRITER \$1,000 - \$1,499**  **Underwriter Plus**  
Bronze Round Tree Selection | Festival Program Recognition  
All but \$550 of your donation is tax deductible. If Underwriter Plus, all but \$250 is tax deductible.

**FRIEND OF FESTIVAL \$100 - \$999**  
Festival Program Recognition  
Your entire contribution is tax deductible to the fullest extent of the law.

Please note: Any tree decorated "In Memory" must be underwritten at least at the \$1,000 Underwriter Plus level.

### Underwriter Plus

I prefer to select my own tree decorator and provide my own decorations.  
Decorator's name: \_\_\_\_\_  
Decorator's phone: \_\_\_\_\_  
Decorator's email: \_\_\_\_\_

# CONTRIBUTION & PLEDGE FORM

Organization - if applicable (for tax purposes)

Contact Person (for tax purposes)

Address

City/State/Zip

Email

Phone

**AMOUNT ENCLOSED \$ \_\_\_\_\_**  
**I PLEDGE \$ \_\_\_\_\_ TO BE PAID BY NOV. 1, 2017.**

Please return this pledge form to the UnityPoint Health - Des Moines Foundation. If including a check, please make payable to Festival of Trees & Lights. If your gift is \$1,000 or more, please complete the following:

Name(s) or Organization (as you want it printed for Festival recognition)

## TREE SELECTION: NOVEMBER 21, 2017

I will select a tree during tree selection.  
 I prefer not to receive a tree this year. My gift will be 100% tax deductible.

Name of Contact for Selection

Address

City/State/Zip

Email

Phone