

How it works:

1. Submit your completed Sponsorship Form to LOKRotarySC@gmail.com or mail to SAARC, PO Box 131, Edgewater, MD 21037.
2. Your tree will be placed in our “Holiday Forest” at Homestead Gardens and marked on the map. An image of your tree is also placed on our “Virtual Holiday Forest” website.
3. The business and charity will coordinate the decoration of a fun and creative Christmas tree. (Please note, that most charities carry the bulk of the decorating ideas, but feel free to discuss this together).
4. Visitors and online participants vote on their favorite tree. Each vote costs \$1.00
5. For each vote, 50% will be donated to your sponsored charity and 50% will go to the Rotary Club Foundation of South Anne Arundel County for grants to assist local charities in the county.
6. The top 3 winning trees split the Grand Donation Prize for their charities.

How to get involved:

We are requesting a starting donation of \$500, which includes the cost of the tree, and will be distributed directly to local charities!

For every \$500 contributed towards a tree, funds will be distributed in the following manner:

- 40% will go directly to the sponsored charity
- 40% will go directly to the Rotary Foundation
- 10% will go towards the cash donation prizes for the top 3 winning trees.
- 10% will go towards operating costs of the event.

It's a great time for local businesses, charities, schools, and families to come together during the holiday season. We would be honored to have your business involved with our event.

Point of contact: Mark Bowser (540)435-9362 or Jeanne Bowser (443) 995-5083 or email us at LOKRotarySC@gmail.com

QUESTIONS RELATED TO TREE DECORATION:

Will Lights of Kindness notify you of sponsorship between business and nonprofit?

We will send out a notification email confirming the partnerships.

What do you need to provide?

- You will be able to coordinate together, to supply all decorations for the tree.
- All ornaments **must** be shatterproof.
- An extension cord, preferably green, to run through the tree to power your lights.
(Please ensure all your items are marked with your business name so they can be picked up after the event)

What kind of lights should you use?

It is up to you to decide the color; however, the lights **must** be outdoor certified, and you are required to follow all manufacturer guidelines when decorating your tree.

When can the trees be decorated?

All trees will be available to decorate at Homestead Gardens on Tuesday, December 2 at 10:00am till closing at 7:00 pm and Wednesday, December 3, 10:00 am – 5:00 pm. All trees need to be completed by 5:00pm to allow for photography to prepare the website.

How does voting work?

- In-Person: Tickets can be purchased at the Holiday Forest at Homestead Gardens from Thursday, December 4, at the opening reception through Sunday, December 7 at 4:00pm.
- Online: Tickets can be purchased at www.rotarylightsofkindness.org from Thursday, December 4 at 5:00pm through Monday, December 15 at 5:00pm.

What happens to your tree after the event?

- As a business/charity you have two options:
 - Take your decorated tree on Monday, December 8.
 - Donate your tree to Rotary and we will distribute the trees to worthy families that otherwise would not have a tree in their home.
- If indicated on the Sponsorship form a desire to donate your tree to a family in need, simply remove all decorations on Monday December 8 or Tuesday morning December 9, at the latest.

How can you make your tree a success?

- **Create Employee Excitement.** This event is a great team building and community service project for your staff. Let your team take ownership by choosing a charity they would like to support and the theme for your tree. Get creative with the concept of design. Bring the competition into the picture – everyone loves trying to win!
- **Create Customer Excitement.** Let your customers know about your tree. Ask them to visit your tree and vote!
- **Design a Creative Tree.** Think outside the box – not your normal “cookie cutter” type Christmas tree. Several ideas are trees with Disney, Cartoon, Religious, and Candy themes.
 - *We have found the most successful trees for in-person votes are those enjoyed by the entire family. We see many parents giving their children the choices in voting.*
- **Get involved together.** The more excitement created around the event, the larger the donation will be!
- **Encourage online voting.** Online voting has been expanded an additional week for this year, at community request. Online voting has been found to be the largest source of financial support. Those nonprofits that have done well during this event, have done so as a result of the online voting.

What will Rotary provide for your business?

We will email you images of posters, flyers and sample emails to display and/or send to your Customers.

How many businesses and charities are participating?

The response to this program has increased in recent years. Do not miss out on this great opportunity to partner and assist in responding to the needs in South County.

Can multiple businesses select the same charity?

Once you have notified us of your selected charity and paid your donation, your charity is Reserved and unavailable to other businesses.

If you have additional questions, please feel free to reach out to us at LOKRotarySC@gmail.com

THANK YOU!