

## 33rd Annual Holiday Homes Tour

### SPONSORSHIP OPPORTUNITIES

Each year, Vista Community Clinic (VCC) provides affordable, high quality pediatric care to more than 20,000 children of all ages. The Holiday Homes Tour benefits the VCC *Kare for Kids Fund* which provides low or no cost health and dental care to children in need in our community and is also dedicated to transforming VCC's pediatric facilities into warm and welcoming spaces for children and families. The goal is to create pediatric waiting areas and exam rooms with comfortable seating, whimsical art, books and puzzles to engage young patients as they receive care at each VCC site.

A highly-anticipated event attended by more than 450 local community members from Vista and the surrounding cities, the Tour features:

- Four distinctive homes and the historic Rancho Buena Vista Adobe, each decorated by a professional designer with holiday ornaments, greenery and floral arrangements.
- Holiday Gift Bazaar, featuring the work of local artisans, offering attendees the perfect opportunity to buy unique, handmade gifts.
- Raffle of spectacular gift baskets featuring wine, gourmet food, hotel packages, jewelry and tickets to San Diego attractions.
- Gourmet food truck, offering breakfast and lunch items so attendees can spend the day on the Tour and have a great outing with friends and family.



Sunday December 8, 2019

10:00AM - 4:00 PM

Attendance: 450+

#### WHY SPONSOR THE HOLIDAY HOMES TOUR?

- ✓ Highlight your business in front of more than 450 San Diego North County residents, who are primarily mature decision-makers/purchasers ... your potential customers!
- ✓ Share the message that you support the Vista Community Clinic and feel strongly about social responsibility in your community.
- ✓ Align your business with an organization helping children stay healthy by providing them with health and dental care in San Diego North County.



## Sponsor Benefit Summary

	Title \$7,500	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Supporter \$250
<b>Pre-Event Benefits</b>						
Title Sponsor	✓					
Recognition in press releases and media outreach	✓	✓	✓	✓		
Recognition on social media	✓	✓	✓	✓	✓	
Recognition on event web page and emails	Large logo with link	Medium logo with link	Medium logo	Small logo	Name only, web page and emails	Name only, web page
<b>Onsite Benefits</b>						
Distribute your company's marketing materials at Tour homes	✓	✓	✓			
Complimentary Tour tickets	4	2	2	1		
Recognition on social media	✓	✓	✓	✓	✓	
Recognition on sponsor signage	Large logo	Medium logo	Medium logo	Small logo	Name only	

### Sponsor Benefits

As a sponsor, you will be included in our event promotions, including e-invitations, e-newsletters, media outreach and fliers, as well as social media posts that reach thousands of local businesses and community members.

*\*Inclusion in promotions subject to deadlines and date of sponsorship agreement.*



<b>Pre-Event</b>
Dedicated email to previous attendees and VCC mailing list: Mark your calendar
Dedicated email to previous attendees: Tickets now available for
Dedicated emails to ticket purchasers: Event reminder
Vista Community Clinic eNewsletter: Sponsors included in promotional blurb for Tour
Recognition on Tour's web site page
Social media posts
Press release: Mark your calendar
Press release: Tickets now available
<b>Onsite and Post-Event</b>
Sponsor recognition signage at homes
Social media posts
Dedicated email to attendees: Thank you for attending

### Become a Sponsor!

For more information and to become a sponsor; please contact: Betsy Heightman, Chief Development Officer at [betsy@vcc.org](mailto:betsy@vcc.org) or (760) 631-5000, ext. 1139.

[www.vcc.org](http://www.vcc.org)