

Festival of Trees

Merced's Magical Holiday

Raising funds for Mercy Merced Medical Center Surgical Services Department
November 20-21, 2026 • 6 PM • Holiday Festive Attire
UC Merced Lakireddy Ballroom
5200 North Lake Rd, Merced CA

Celebrate the Wonder of the Season with Us!

Get ready to step into a magical world where holiday dreams truly come to life! The Festival of Trees isn't just an event; it's a heartwarming, two-day holiday extravaganza designed to bring our amazing community together. Best of all, every twinkling light and festive display helps support the vital programs at Mercy Medical Center Merced.

Your Winter Wonderland Journey Starts Here

Prepare to be enchanted by a breathtaking display featuring:

- Sparkling, one-of-a-kind Christmas trees | crafted by talented designers
- Elegant tabletop arrangements that inspire holiday cheer
- Gorgeous festive wreaths and captivating holiday decor

All proceeds benefit our Surgical Services Department and the patients we serve!

Magical Evening of Giving Gala

Saturday, November 21, 2026

An elegant night of celebration featuring:

- Live and silent auctions
- Spectacular holiday displays
- Festive food and entertainment
- Essential support for Mercy Medical Center Merced

Santa's Wonderland

Sunday, November 22, 2026

A magical morning for families including:

- Brunch with Santa
- Keepsake photos
- Holiday crafts and activities
- Lasting memories for children of all ages!

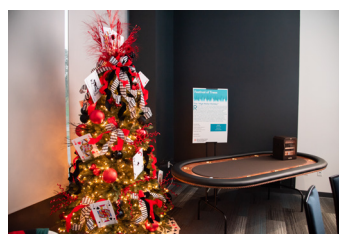
Why Sponsor?

- Create a new community tradition that brings holiday magic to Merced
- Showcase your commitment to supporting local healthcare
- Gain positive brand visibility during the joyful holiday season
- Receive exclusive event access and recognition benefits
- Help provide holiday cheer for families in need through our community partners



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Our inaugural Festival of Trees was nothing short of a spectacular triumph, exceeding all expectations and demonstrating the profound generosity of our community.

Thanks to dedicated sponsors and enthusiastic attendees, we successfully raised nearly \$400,000. These vital funds were directly channeled into bolstering our Emergency Department, enabling us to acquire crucial, life-saving equipment. This included advanced ultrasound machines – indispensable tools for rapid diagnostics in times of crisis and trauma – and state-of-the-art trauma stretchers, ensuring the safe and efficient transport of patients when every second counts. Your past support not only provided tangible resources but also instilled confidence and hope within our healthcare system.

Building on this remarkable success, we are thrilled to announce that this year's Festival of Trees will focus its fundraising efforts on an equally essential area: our Surgical Services Department. This is a department that truly touches everyone, from life-altering procedures and critical interventions to routine surgeries that improve quality of life. The need for cutting-edge technology, specialized training, and modernized facilities within Surgical Services is continuous, and your partnership will empower us to deliver the highest standard of care to every patient who walks through our doors.

By partnering with the Festival of Trees, you become an instrumental force in enhancing the capabilities of our Surgical Services department. Your sponsorship will directly contribute to advancements that lead to faster recoveries, better outcomes, and a stronger, more resilient healthcare system for all. Join us in making an enduring impact on the health and well-being of our community, because when it comes to surgical care, excellence is not just a goal – it's a necessity that your support can help us achieve.



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2026 Sponsorship & Marketing Opportunities

Sponsorships benefit everyone! Participation as a Festival of Trees sponsor gives you wide exposure and brand recognition during Merced County's premiere holiday event and helps underwrite event costs. Last year, Festival of Trees raised almost \$400,000 in support of Mercy Medical Center Merced. Our sponsors help make it all possible!

Sponsorship Opportunities	Presenting SOLD OUT \$35,000	Grand Fir \$25,000	Royal Fir \$15,000	Nobel Fir \$10,000	Balsam Fir \$7,500	Red Fir \$5,000	White Fir \$3,500	Blue Spruce \$1,500
Named as Presenting Sponsor in all event communications, event promotions								
Optional private tour of surgical suites with light reception prior to the event								
Recognized from the stage								
Sponsor Gift for guests								
Table wine upgrade								
Early Access and invitations to exclusive Mercy Medical Center Foundation events and experiences								
Recognized at both events as a Mercy Medical Center Merced partner								
Recognized in Mercy Medical Center Merced Foundation social media								
Table for 10 with premier placement	X3	X3						
Table for 10 with preferred placement			X2	X1	X1			
Table of 10						X1		
Table of 8							X1	
Tickets to the Gala								X2
Advertisement in gala program	FULL PAGE COLOR	FULL PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	LOGO	LOGO
Advertisement in Santa Wonderland program	1/2 PAGE	1/4 PAGE	1/4 PAGE	1/4 PAGE	LOGO	LOGO	LOGO	LOGO
Tickets to Brunch with Santa	40	30	20	10	8	5	2	2

Commit to sponsorship by Friday, October 9, 2026, to ensure all sponsorship benefits. Additional custom sponsorships may be available.

For consideration, contact Kassey Mosher at:

Kassey.mosher@commonspirit.org,
or call at 209.564.4201

FESTIVAL BY THE NUMBERS

1000+ VOLUNTEER HOURS

Contributes towards the event each year to make it spectacular

100+ ORGANIZATIONS & BUSINESSES

Generously contribute through sponsorship & in-kind support



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Please choose one of these opportunities that corresponds with the level sponsorship you have chosen

\$15,000 LEVEL

Live Auction Sponsor

Put your name on the auction! Receive on-stage recognition, emcee and auctioneer mentions, plus branding in event signage and program materials.

Bar Sponsor

Feature your signature cocktail at the branded bar all night, with prominent signage and visibility.

White Glove Tree Delivery

Be the face of luxury and goodwill this season! Our White Glove Tree Delivery Sponsor leaves your logo and a personal holiday greeting with every premium tree delivery.

\$10,000 LEVEL

Guest Favor

Be the warmth they take home! As our Guest Favor Sponsor, your brand will deliver a personalized token of holiday cheer, leaving a lasting and joyful impression long after the lights dim.

Dessert Dash Sponsor

Indulge their sweet tooth and capture their attention! As our Dessert Dash Sponsor, your brand will be front and center during this delicious and highly anticipated event highlight.

Wine Pull Sponsor

Elevate your brand with the allure of the Wine Pull Sponsor! You'll brand this immensely popular activity, creating a memorable experience as guests purchase mystery bottles and anticipate winning the ultimate grand prize.

Silent Auction Sponsor

Power the festive frenzy of giving! As our Silent Auction Sponsor, your brand will be prominently featured at the heart of this vibrant holiday marketplace, where guests bid on unique treasures and spread cheer.

\$7,500 LEVEL

Shuttle Sponsor

Create guests' first and last impression with the branded shuttle experience.

Mission Video Sponsor

Sponsor the evening's most meaningful moment with recognition in the mission video closing credits.

Santa Wonderland Stuffed Animal Giveaway

Bring joy to a child this holiday season! Sponsor the Festival of Trees Santa's Wonderland stuffed animal giveaway and spread smiles throughout our community. (Two Available)

Table Scape Sponsor

Elevate your brand's presence and sophistication by sponsoring a Gala tablescape, transforming our event into an unforgettable visual masterpiece.

FESTIVAL BY THE NUMBERS

UP TO 600 ATTENDEES

Throughout the weekend, including business owners, health care executives, physicians, community leaders and families



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Sponsorship Commitment

BECOME A SPONSOR

- ☐ Presenting **SOLD OUT** - \$35,000
- ☐ Grand Fir - \$25,000
- ☐ Royal Fir - \$15,000
- ☐ Nobel Fir - \$10,000
- ☐ Balsam Fir - \$7,500
- ☐ Red Fir - \$5,000
- ☐ White Fir-\$3,500
- ☐ Blue Spruce- \$1,500

SPONSOR

(Please fill in the desired sponsorship opportunity)

\$15,000

- ☐ Live Auction Sponsor
- ☐ Bar Sponsor
- ☐ White Glove Tree Delivery

\$10,000

- ☐ Guest Favor
- ☐ Dessert Dash Sponsor
- ☐ Wine Pull Sponsor
- ☐ Silent Auction Sponsor

\$7,500

- ☐ Shuttle Sponsor
- ☐ Mission Video Sponsor
- ☐ Santa Wonderland Stuffed Animal Giveaway (two available)
- ☐ Table Scape Sponsor

DOUBLE THE DONATION SPONSOR

Inspire generosity by matching guest gifts dollar-for-dollar during Fund-a-Need, with on-stage recognition, logo display, and program placement.

Available levels: ☐\$10,000, ☐\$5,000, ☐\$2,500, ☐\$1,000, ☐\$500.

☐ Unfortunately, we are unable to sponsor the event this year. Please accept a donation of \$ _____ in lieu of sponsorship. (Please fill in the payment information below.)

CONTACT PERSON

Name: _____ Company: _____

Address: _____ City: _____ State: _____

Phone: _____ Email: _____

Name as you wish it to appear in the program _____

Payment Information :

☐ Please send an invoice

☐ Please call me I would prefer to pay by card

Check made payable to Mercy Medical Center Merced Foundation

Please send sponsorship and payment to:

Mercy Medical Center Merced Foundation 2740 M Street, Merced CA 95340

For more information, please contact Kassey Mosher at: Kassey.mosher@commonspirit.org, or call at 209.564.4201.

Please send your high-resolution logo to

Camie Chew at Camera.chew@commonspirit.org



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Auction Donation Form

YOUR GENEROSITY POWERS OUR AUCTIONS! Thank you for considering a donation to our annual Festival of Trees auctions! Your contributions are vital to our success, and the information below will help us properly acknowledge your incredible support and showcase your generous items.

LIVE AUCTION TREASURES: We curate truly spectacular Live Auction packages, each centered around a magnificently decorated tree and an impressive collection of themed gifts. These highly anticipated packages will each have a minimum combined value of \$3,000.

SILENT AUCTION GEMS: Our Silent Auction offers a diverse array of appealing items. Individual Silent Auction packages will have a minimum value of \$250. Items may be combined with other items to reach the event's package minimum. In a combined package, donors will still receive appropriate recognition in all applications.

DONOR INFORMATION

Donated By: _____

(Individual or company name to be recognized)

Contact Name: _____

Phone: _____ Email: _____

Address: _____ City: _____ State: _____

ITEM INFORMATION

Item Description: (Please send any applicable marketing materials with your certificate or item)

Value: _____

If applicable, enclosed is an invoice of donated good or service with payable amount as \$0.

Expiration Date: _____ Valid From: _____ to _____

☐ Live Auction ☐ Silent Auction ☐ Other ☐ Restrictions: ☐ Yes ☐ No

If yes, please describe below:

DELIVER TO

Once auction item is ready, please contact Kassey Mosher to coordinate delivery or pick up.

Items must be secured by Friday, October 23, 2026.

Kassey Mosher, 209.564.4201 or Kassey.mosher@commonspirit.org



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Program Ad Specs

Full Page Ad: 8.250"wide × 10.750" tall

Half Page Ad: 8.250"wide × 5.313" tall

Quarter Page Ad: 4.063" wide × 5.313" tall

Logo: Accepted formats: ai, pdf, eps, png, jpg, svg

Preferred File Formats

High resolution PDF file with fonts embedded

High resolution (300 dpi) JPEG file

EPS file with fonts converted to outline

Final ads and logo are due by Friday, October 30, 2026

Please send ads and logo to camera.chew@commonspirit.org



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