

FIU INTERIOR ARCHITECTURE

30TH ANNUAL FESTIVAL OF THE TREES



MOORE BUILDING | MIAMI DESIGN DISTRICT | 191 NE 40th STREET

NOVEMBER 17th

2016

FIU

Interior Architecture

COLLEGE OF ARCHITECTURE • THE ARTS



Create. Innovate. Inspire.

WWW.FESTIVALOFTHETREES.NET

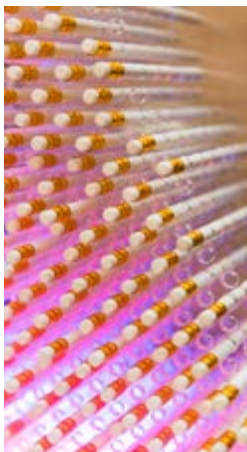
FESTIVAL OF THE T 2 R 0 E 1 E 6 S

Each year the design community supports Florida International University's Interior Architecture Department, ranked #9 in the nation, at the Festival of the Trees. The "trees" are conceived and created by leading designers and design

firms, and auctioned at the event. This holiday extravaganza has raised more than \$250,000 in funds that directly benefit interior architecture students.

November 17, 2016

6:30 - 9:30 PM



Each tree is underwritten by generous sponsors. The trees are first displayed and auctioned at the gala opening, which was attended by more than 800 guests in 2015.

Following the gala event, the trees are placed on display at Dadeland Mall where they are viewed by thousands of shoppers during the entire holiday season.

BECOME A SPONSOR



Celebrating its 30th year, the Festival of the Trees reaches FIU alumni, the South Florida architecture community, and design enthusiasts. As an event sponsor, you expose your product or service to a new audience and create goodwill toward your brand. Proceeds from the event directly support Interior Architecture Department's student scholarships and programs.



Target Markets

Attendees at the event include 600-800 affluent guests who come to network, bid on trees, and mingle with local dignitaries.



Industry sectors include:

- Design professionals
- Developers
- Real estate professionals
- Construction contractors
- Artists
- Gallerists
- Collectors
- FIU alumni
- FIU faculty and staff.

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Media Plan

Based on our identified target market, we have created a media plan that will generate interest and participation in FIU's Festival of the Trees, while specifically targeting our key markets. Pre- and Post-event coverage packages are designed to ensure maximum exposure for our sponsors. Coverage includes print, radio, social media, and targeted eblasts.



Enhance your Brand

Sponsorship gives your business recognition at the design community's premiere seasonal event. As one of the foremost networking design events in South Florida, Festival of the Trees is a platform for building your brand with designers from the leading interior design and architecture firms. It creates an avenue to potentially showcase your product in a unique and creative manner. Participation augments your customer relations and enhances the way your target market perceives you. In addition, being a major sponsor both heightens your visibility and differentiates you from your competitors.



Moreover, sponsorship supports deserving students in a top ranked interior design program, at one of the largest public research universities in the country.

SPONSOR MARKETING BENEFITS

Print

Miami New Times | Coral Gables Gazette | Miami Daily Business Review | South Florida Business Journal | The Miami Herald/El Nuevo Herald.



E-Marketing

Primary website averaging 400 hits per month.
Save-the-Date E-card and print invitations sent to over 2,000 subscribers.
Combined Facebook pages with over 1,000 friends.
Inclusion on community calendar listings.

Day-of-Event Signs

The festival sponsors are included in various banners and signs at the event venue. In addition, newspaper interviews and photo opportunities are secured for the event.



Radio

Festival of the Trees markets the event on local radio stations. In the past, these included WLRN and Classical South Florida.

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Important Dates

July 15: Deadline for sponsor name in the Festival Kick-Off program

August: Festival Kick-Off party

October 1: Deadline to have sponsor and firm name listed on invitations.

October 10: Tickets go on sale.

October 28: Design credits are due and include designer or firm name, sponsor name and concept statement.

November 16: Trees brought to venue between 6 p.m. - 8 p.m.

November 17: Gala Opening, Photos/Press @ 5 p.m.

Event/Auction @ 6:30 p.m.

Award Categories

Most Elegant
Most Colourful
Most Sustainable
Most Creative
Most Illuminating
Most Progressive
Most Whimsical
Most Thematic
Most Animated
People's Choice



Contact Information

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SPONSORSHIP LEVELS

Title Sponsor - \$25,000

- Naming rights to the event - "FIU 30th Annual Festival of the Trees."
- Name and/or logo included in national and local press campaign, including print advertising, press releases and radio.
- Name and logo identifying your company as Title Sponsor on all event marketing materials including, but not limited to, press releases, 1,500 printed invitations, 1,000 printed tickets, electronic invitations to over 800 recipients, event signage, radio advertising, and 800 commemorative programs.
- VIP area set up for you and the right to display your company banner and to distribute promotional materials at the event.
- Title Sponsor profile, logo and link to your website on the FIU College of Architecture + The Arts website and Festival of the Trees website.
- Opportunity to display product, subject to approval by FIU.
- Continual presence on social media sites.
- Opportunity to host the Festival of the Trees kick-off event.

Platinum Sponsor - \$15,000

- Name and logo identifying your company as a Platinum Sponsor on selected marketing materials including, but not limited to, invitations, tickets, event signage, and commemorative program.
- Name and/or logo inclusion in Local press campaign, including press releases and radio.
- VIP area set up for you and the right to display your company banner and to distribute promotional materials at the event.
- Platinum Sponsor profile, logo, and link to your website on the FIU College of Architecture + The Arts website and Festival of the Trees website.
- Social media coverage including pre-event postings and post-event photos.

Gold Sponsor - \$5,000

- Name and logo identifying your company as a Gold Sponsor on selected marketing materials including, but not limited to, invitations, tickets, event signage, and commemorative program.
- Gold Sponsor profile, logo, and link to your website on the FIU College of Architecture + The Arts website and Festival of the Trees website.

Tree Sponsor - \$1,500 (before September 30, \$2,000 after the 30th)

- Name identifying your company as a Tree Sponsor on selected marketing materials including, but not limited to, invitations, event signage, and commemorative program.
- Name and logo displayed on sponsored tree during the event.

Friend of the Trees - \$1,000

- Name and logo identifying your company as a Friend of the Trees on the commemorative program.

About FIU Interior Architecture

FIU's Interior Architecture program offers students a rich, diverse and internationally focused education in the technical, theoretical and practical dimensions of interior architecture. Ranked the 9th best interior design program in the United States, the department consists of renowned and award-winning faculty who are passionate about empowering the designer of tomorrow with a quality educational experience. Graduates from this program can be found working at leading design firms in South Florida and across the country. For more information about Interior Architecture, visit interiors.fiu.edu.

About FIU

Florida International University is recognized as a Carnegie engaged university. Its colleges and schools offer more than 180 bachelor's, master's and doctoral programs in fields such as engineering, international relations, architecture, law and medicine. For more information about FIU, visit fiu.edu.

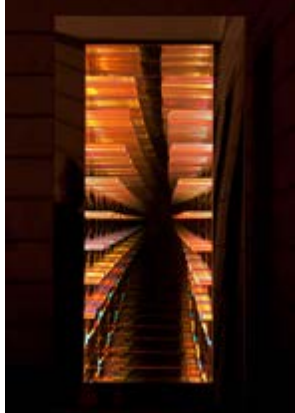
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About the College of Architecture + The Arts

Driven by its mission to use the power of architecture, arts and design to engage our local and global communities to create, innovate and inspire solutions to social, economic, and environmental problems, the College of Architecture + The Arts offers degrees to over 2,500 undergraduate and graduate students majoring in architecture, interior architecture, landscape architecture, music, theatre, visual arts, art history, and communication arts. For more information about the College, visit carta.fiu.edu.







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**Interior
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