



2007 SILENT AUCTION WREATHS SPONSORSHIP

By popular demand, the silent auction of holiday wreaths is back! Here's a great opportunity to get your employees or group involved in this wonderful community event! This year all proceeds from the wreath auction will benefit **Y OPAS, The Melonhead Foundation, and The Kiwanis Club of Ahwatukee.**

The Melonhead Foundation supports the needs of children with cancer and their families, providing financial aid for natural healing, personal expenses and medical needs.

The Kiwanis of Ahwatukee serves the children of the community, from Ahwatukee and beyond. We provide scholarships, financial aids, and fund raising activities for raising money for the children in need as well as to promote healthy activities for kids.

Y OPAS (Outreach Programs for Ahwatukee Seniors) is a community effort offering free informal support services for the seniors of Ahwatukee and their caregivers. Services, such as transportation, shopping and errands, friendly visiting and caregiver relief, are provided by volunteers who care about their community and their neighbors

Decorate a wreath with your products or in a holiday theme and bring it to the 12th **ANNUAL LIGHTS KICK-OFF PARTY**", Saturday, November 24th.

DETAILS:

- Fill out the sponsorship form on the back of this page and submit it to a FOL representative or the contact people listed below.
- Get a wreath or make one (use your imagination), it can be real, artificial, hand crafted, etc.
- Have your staff or group decorate the wreath, it can be traditional or you can use products from your place of business **OR** decorate a wreath that best represents who you are or what your business/organization is all about. Be creative, you can use coupons, gift certificates, etc.
- Let us know the value of the wreath so that we can place an opening bid price for your wreath, complete with decorations.
- Plan to have the wreath delivered and set up at Desert Foothills Park no later than 10:00 am Saturday, November 24th
- For each wreath that is donated, the Festival of Lights will provide a sign indicating who designed and decorated the wreath.
- Promotional material (i.e. business cards, coupons, etc.) from your place of business or organization can be placed on tables in the silent auction area for distribution.
- Bidding for the wreaths will be done on silent auction sheets. However, if the emcee wants to spark more bids, he or she may get bids through a live auction format. Winners will be declared at the end of the event, or if a live auction occurs, at the end of the live bidding.

Interested? Questions? Please contact

Deb Leone: 480 266 9503, debleone@cox.net
Judy Lewisohn: 602 692 3683, OPAS@vosymca.org
Jenny Wilkins: 480-598-3338, jenny@albin.net

FESTIVAL OF LIGHTS
SILENT AUCTION WREATH SPONSORSHIP FORM

Please fill out this form and mail it to

Festival of Lights
4025 E. Chandler Blvd, Suite 70C16
Phoenix, AZ 85048
admin@folaz.org or fax: 866-841-7071

Business/Group:

Address:

City, State, Zip:

Contact:

Phone:

Fax:

Email Address:

Wreath Information:

Approximate size of the wreath:

Approximate value of the wreath:

Brief Description of the wreath:

Signage Information: (Please indicate what you would like to be printed on your sponsorship sign to be placed by your wreath).

Delivery Information: Wreaths need to be delivered and setup by 10:00 am, Saturday, November 24th, 2007. On Friday, November 23rd, 2007, the Festival of Lights Committee and Volunteers will be at Desert Foothills Park beginning at 8:30 am. If you would like to deliver your wreaths then, you may do so. Security will be in the park overnight; however, you will need to take the weather into consideration. Please make sure all ornaments/decorations are fastened securely to your wreaths. The wreaths are left at donor's risk. Festival of Lights will not be responsible for damage or theft.

Delivery Date:

Delivery Time:

am/pm



FESTIVAL OF LIGHTS HISTORY

VOTED "BEST VOLUNTEER LIGHT DISPLAY" BY ARIZONA REPUBLIC READERS

The Festival of Lights has evolved from a corporate marketing vehicle funded by the Del Webb Corporation (developer of the master planned community called The Foothills) to year-round activities driven by a dedicated group of volunteers known as the Festival of Lights Association, a 501 c (3) corporation.

Del Webb funded the initial display along Chandler Boulevard from 1986-1993 while it was developing the areas from 24th Street to Desert Foothills Parkway. By 1993, Del Webb determined it was no longer necessary to utilize the light display to market the area and homeowners voted on the future of the display. While a majority of residents voted to retain the display, the margin was not the two-thirds required and the lights were sold for pennies on the dollar.

Two dim seasons passed without a light display. In late 1995, a small group of homeowners from The Foothills and Club West determined to revive the tradition and expand the purpose to include community events and benefiting the needy in the immediate Foothills area and beyond.

Since 1996, the Festival of Lights Corporation has partnered with the City of Phoenix Parks & Recreation Department, The Foothills Homeowners Association and numerous individuals and businesses to raise funds to pay for the lights, which are visible from the week of Thanksgiving through New Years. The initial Kick-Off Party, held the Saturday after Thanksgiving in 1996, drew 8,000 attendees. **The most recent event in 2006 drew 20,000 attendees.** The day long event at Desert Foothills Park includes entertainment, games, crafts, food booths, Santa's Village, exposure for community organizations, and is highlighted by a lighted Harley Davidson Parade, which chauffeurs Santa and Mrs. Claus to formally declare the holiday season!

Additional fundraisers have included the Wine & Beer Tasting Festivals, Casino Nights, HorseDrawn Hayrides, Luminary hikes and a Golf Tournament. The Festival of Lights has partnered with many charities over the years to produce the events and have shared the proceeds. Partnering charities include; the Park & Recreation Department Teen Center, the YMCA Capital Campaign, Phoenix Crisis Nursery, Kiwanis Club of Ahwatukee, OPAS Outreach Program for Ahwatukee Seniors, American Red Cross, The Melonhead Foundation, and so many more!

The organization has faced incredible challenges along the way, including a "rainout" of the 1998 Kick-Off Party. In spite of this, partnerships with local residents and businesses are strong. Each year the organization must raise \$60,000 to meet the operating budget and to build a reserve for the future.

The Festival of Lights Association has not only lit up Chandler Boulevard, but it has generated great spark to the Ahwatukee Foothills Community!