



The Rotary Club of Bonita Springs, Inc.  
P.O. Box 474  
Bonita Springs, FL 34133-0474  
[www.bonitaspringsrotary.org](http://www.bonitaspringsrotary.org)

## Help Us Celebrate Service in our Community

### 2011 Christmas Tree Sale – November 26-December 15, 2010

September 3, 2011

Dear Community Partner:

The Rotary Club of Bonita Springs will be hosting our annual Christmas Tree Sale, November 26-December 15, at the Sunshine Ace Hardware Plaza on Bonita Beach Road. **In connection with this year's fundraiser, we are asking that you consider SPONSORSHIP. Your business and donation will be recognized in SO MANY WAYS outlined in the attached flyer.**

It is because of the generous support of our club members and community partners that the Rotary Club of Bonita Springs has been able to contribute as financial stewards and dedicated volunteers. We are proud of the quality and dedication of our members, a team who enabled us to raise nearly \$80,000 in donations for our community this past year. Your donation can help us continue our service to the many organizations we support in this community with an emphasis on children's needs. Some of the organizations sponsored include the following:

- Kids Against Hunger
- New Horizon's Super Kids Camp
- YMCA Youth Sports Program
- Barbara's Friends of the Children's Oncology Unit at Health Park Hospital
- Dictionaries for Kids
- Rotary Camp Florida
- Interact and Rotaract Scholarships
- The Salvation Army

We appreciate your consideration and support. If you have any questions, please do not hesitate to contact Jay Berube at 239-357-9558.

Yours in Rotary Service,

Jasen Berube  
Encompass Realty Group  
Downing-Frye Realty, Inc.  
27180 Bay Landing Dr Ste 5  
Bonita Springs, FL 34135  
[jay@jayberube.com](mailto:jay@jayberube.com)  
[www.BuyRentSellFL.com](http://www.BuyRentSellFL.com)

Tree Sales from November 26 - December 15



The Rotary Club  
Of Bonita

# Christmas Tree Sale

And Charity Event

## Santa Clause Sponsor (\$600)

- Large logo on sign at Christmas tree tent.
- Sponsor the Sale Day
- Right to purchase any two trees at cost – no height limit
- Name included on all web advertisement
- Sign at Christmas tree tent
- Listing on Rotary Club of Bonita Springs website
- Large logo and name on banner outside tent facing Bonita Beach Road
- Large Logo included on newsprint advertising
- Mention on any radio spots advertising the event
- Recognized at Rotary meetings as a Santa Clause Sponsor – poster board to be displayed at all Rotary meetings
- Marketing insert in gift bag sold with tree

## Candy Cane Sponsor (\$200)

- Logo on sign at Christmas tree tent.
- Name included on all web advertisement
- Marketing insert in gift bag sold with tree

To become a sponsor, contact  
Jay Berube at (239) 357-9558

## Santa's Helper Sponsor (\$400)

- Logo on sign at Christmas tree tent.
- Name included on all web advertisement
- Right to purchase one tree at cost (limit 7' Tree)
- Sign at Christmas tree tent
- Listing on Rotary Club of Bonita Springs website
- Name on banner outside tent facing Bonita Beach Rd.
- Small Logo included on newsprint advertising
- Recognized at Rotary meetings as a Santa's Helper Sponsor – poster board to be displayed at all Rotary meetings
- Marketing insert in gift bag sold with tree

[BonitaSpringsRotary.org](http://BonitaSpringsRotary.org)

November 26 - December 15



The Rotary Club  
Of Bonita

# Christmas Tree Sale

Look for our tent located in  
Sunshine Plaza on Bonita Beach Rd.

## We Have The Best Trees In Town!

Not only do we have Fraser Firs but we also have Douglas Firs, Noble Firs and Grand Firs. Trees are available in a wide range of sizes from 4' to 10' tall.

Proceeds Benefit  
Local Charities

### Where Does the Money Go?

Your purchase supports the Rotary Club of Bonita Springs whose foundation contributes nearly \$100,000 to local and international charities, including...

- Little League
- Center For The Arts
- Youth Outreach Program
- Junior Achievement
- Bonita Springs Assistance Office
- Scholarships

To order in advance, contact  
Jay Berube at (239) 357-9558

sponsored by:

GADGETEase EXAMPLES  
EXAMPLS  
From Last  
years sponsors

THE PRIVATE CLIENT RESERVE  
SOUTH WEST FLORIDA WEALTH GROUP  
BONITA FAMILY PROCEEDS

[BonitaSpringsRotary.org](http://BonitaSpringsRotary.org)

PRIMARY RESIDENTIAL  
MORTGAGE, INC.

Island Title 5 Star Agency, LLC



# Frequently Asked Questions about The Christmas Tree Sale and Charity Event

## 1) Why do I need to be a Christmas Tree Sale and Charity Event Sponsor?

Well, we could answer this in quite a few ways. We could talk about all the great things the Rotary Club of Bonita Springs does with the proceeds but you are aware of all that. In fact, very little could be accomplished without members such as yourself! We could talk about how unique our Christmas Tree Sale is. We could talk about how the activity of the sale itself gives all of us a chance to meet and talk to the public about Rotary, how we all get to hang out with our Rotary friends and get to know new members, finally how we help make Christmas Joy more accessible by having **real** trees that our customers can choose for themselves. Yet, there is a better reason!

**The club has contracted for close to \$ 7,000 of print media advertising where your company name and logo will be highly visible as a sponsor!**

- ❖ Two – 2 column x 10” color ads in the full run of the newspaper (News-Press). **Wow!**
- ❖ Four – 2 column x 10” color ads in *Bonita & Estero Life*, *B.E.E. Buzz*, and *South Fort Myers Life* community newspapers **For Real!**
- ❖ Two- Full Page Color ads in THE BANNER – **What a deal!**
- ❖ We are attempting to have radio spots and the Santa Clause Sponsors (\$600) will be mentioned in those ads. **Great if we get it!**
- ❖ In addition
  - **Your** company name at the tent,
  - in the tent,
  - on top of the tent, **HUGE BANNER FACING Bonita Beach Road!**,
  - on the club website,
  - mentions at the meeting and
  - name on a poster board at the meeting
  - **Maybe I’ll be! overexposed?** Of course not - you’ll have just perfect exposure being associated with an organization like Rotary!
- ❖ Plans are in the works to use social media platforms like FaceBook, Twitter and Foursquare to create a “buzz” and “shout out” the name of sponsors and participants – Paparazzi? No – just Jay and Ike taking photos and video! **Cool!**

**2) I wish I could get all this advertising and exposure for a bargain price!** You can by becoming a Santa Clause (\$ 600), Santa’s Helper ( \$400) or Candy Cane Sponsor ( \$ 200) Of course your total benefits depend on how much you spend!

**3) I can imagine my company name all over the place and how much my sponsorship will mean to the club and how good it will feel to get all those calls from new customers. Can I do it?** Of course you can! You have stepped up before without all these additional benefits. You can imagine your company name posted everyday on a banner across from City Hall! You can dream about all the cars stuck in traffic waiting for the light to change at Arroyo Road! And finally, just imagine how happy you will make Jay and Ike by giving them a call! Call **Jay** 357-9558 with your order and they will give you all the details!!

**4) Will Jay give me a make up for reading this whole email?** No – but nice try!