What does the Festival of Trees mean to me? It’s quite simple really… it’s a chance to give back to the community, to help shine a light on the lives of innocent children in BC and maybe, just maybe, make a child smile.

– Jennifer Fraser, tree decorator, McConnan Bion O’Connor & Peterson Law Corporation
What is Festival of Trees?

For over 22 years the Festival of Trees has transformed the storied halls of The Fairmont Empress into a lush forest of beautifully decorated trees with a goal of raising much-needed funds for BC Children's Hospital. The festival knits together the incredibly generous community of Victoria in what has become, over the last two decades, a cherished holiday tradition and the unofficial kick-off for the holiday season in the city.

Every year sponsors of this event, local businesses, organizations and individuals decorate the trees in a sometimes wacky, often irreverent, and always beautiful fashion. The trees are then displayed throughout The Fairmont Empress over the holiday season, beginning November 19, 2014 with the kick-off decorating gala, through to January 6, 2015.

The Festival of Trees is open to the public, who are encouraged to cast a ballot for their favourite tree. Thousands of festival visitors cast a vote each year; with each vote they are entered into a draw for the People's Choice Award Citizen Prize. Last year the event received over 20,000 votes and raised in excess of $205,400.

Now in its 23rd year, the festival has grown to feature over 75 trees and has been embraced by the community as a treasured family tradition and one of the most anticipated festivals in Victoria.

“It’s important to us at RE/MAX Alliance to give back and support our community and we know that BCCH is helping our sickest kids get better. Participating in the Festival of Trees also gives us a great team building opportunity pulling us together with creativity and fun sharing and supporting our common values”

– Ron Neal, RE/MAX Alliance
How the Festival of Trees Supports BC’s Kids

Funds raised through the Festival of Trees help to ensure BC’s children receive the best health care possible. In 2013 alone, 2,500 children from Vancouver Island, and 551 from Victoria, visited BC Children’s Hospital for specialized care that cannot be found elsewhere in the province. Your support of this year’s Festival of Trees will go toward the Excellence in Child Health Fund, ensuring our children’s most urgent health-care needs are met. The Excellence in Child Health Fund is critical to the programs and services provided by BC Children’s Hospital, Sunny Hill Health Centre for Children and the Child & Family Research Institute. Your contribution supports the areas of greatest need in each of these three organizations, including research into childhood diseases, the purchase of and/or upgrading to state-of-the-art medical equipment and education of caregivers and families. Join us in giving our children their best chance of a healthy future.

We Couldn’t Do It Without Them

The Fairmont Empress staff and management have generously opened their hearts and doors to BC Children’s Hospital Foundation and the Festival of Trees event for over 22 years. Their phenomenal support of this event allows for 100 per cent of tree sponsorship registration fees and voting donations to go directly to support BC Children’s Hospital Foundation.

“I find that the Festival of Trees marshals us into the holiday season in the spirit in which it should—one of kindness and giving. Participating in the event allows me to keep the season in perspective and gives me a chance to focus on others’ needs rather than my own which can tend to happen throughout the rest of the year when you are busy with work and other day to day obligations.”

– Dawn Mann, Festival of Trees set-up volunteer
How to Get Involved

Three levels of sponsorship – gold, silver and bronze – are available. All sponsors receive space and a tree to decorate and display in The Fairmont Empress during the festival, along with other benefits outlined in the chart below.

To join the Festival of Trees as a sponsor, please submit the attached registration form. For more information contact BC Children’s Hospital Foundation at 250 382 1529 or rhindle@bcchf.ca.

### SPONSORSHIP BENEFITS*

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Bronze ($750)</th>
<th>Silver ($1,500)</th>
<th>Gold ($2,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree displayed in The Fairmont Empress for the duration of the event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to distribute promotional gifts at the gala</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prominent name or logo inclusion on signage in front of each tree</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Inclusion in a post-event acknowledgement advertisement</td>
<td>Name</td>
<td>Name</td>
<td>Logo</td>
</tr>
<tr>
<td>Inclusion on sponsor listing event signage</td>
<td>Name</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Inclusion on BC Children’s Hospital Foundation Festival of Trees’ website</td>
<td>Name</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Inclusion in event print advertisements</td>
<td>Name</td>
<td>Name</td>
<td>Logo</td>
</tr>
<tr>
<td>Tickets for additional guests to the Festival of Trees Decorating Reception</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Tree placement in high-traffic area</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mention of organization’s involvement on stage at the decorating gala</td>
<td></td>
<td></td>
<td>✓</td>
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</tbody>
</table>

* For information regarding tax receipting policies on tree sponsorships, please contact BC Children’s Hospital Foundation at 250 382 1529.

“Who wouldn’t want to be involved in an event that is fun, festive and supporting a remarkable charity that does incredible things for BC’s sick children? That, in combination with your business being advertised to thousands of people during the event, makes it a very valuable event to be involved in.”

– Kyla Hewlett, tree decorator, The Discovery Club
Tree Placements at the Festival of Trees

Trees are placed within The Fairmont Empress based on sponsorship level. Gold and Silver-level sponsors receive placement in the highest-traffic areas.

**PLATINUM**
- Tea Lobby (reserved)

**GOLD**
- Bengal Lounge Hallway

**SILVER**
- Conservatory
- Empress Room Hallway
- Upper Lobby

**BRONZE**
- Kiplings Lower Lobby
Promotional Opportunities

The Festival of Trees is a fun and meaningful way to support BC Children's Hospital and an excellent promotional tool for organizations during the holiday season. In addition to receiving exposure to thousands of attendees, tree sponsors can take advantage of many different logo and name-inclusion opportunities on event signage and in the festival's print media campaigns.

Print Advertisements

The Festival of Trees’ planning committee works closely with the Times Colonist and other media outlets to implement a print media campaign for the Festival, valued at approximately $25,000.

Frequency:
Times Colonist: 6-8 placements
Promotional Opportunities

Event Signage

Throughout the festival, signage helps to guide, inform and direct the general public. Four of these are "sponsor" signs and showcase a list of all participating tree sponsors at their sponsorship levels.
Frequently Asked Questions

Decorating Details

Are trees provided?
Yes, all tree sponsors of the Festival of Trees will be given an artificial tree to decorate. Tree skirting is not included.

Can I decide where my tree is placed?
The Festival of Trees committee reserves the right to determine the location of each tree within the designated areas of sponsorship levels. If you have a tree location request, please contact BC Children’s Hospital Foundation at 250 380 1529. Although we will do our best to accommodate your request, we cannot guarantee tree locations.

How big is the tree?
The tree is seven feet tall, has a diameter of approximately three feet and includes a stand.

Are tree lights provided?
Yes, strings of LED lights will be provided by the BC Hydro Power Pioneers for all trees. Some of these strings are multi-coloured, some are single coloured.

Can we use our own lights?
Yes, but please do not use outdoor lights. We encourage using low-energy or LED lighting.

How many people can decorate our tree?
You may send a team of no more than four people with decorating supplies as required. Please bring your own extension cords and craft or florist wire. You cannot use artificial snow or glue.

How long do we have to decorate our tree?
Your team may start to decorate your tree at 4 pm on decorating day and will have precisely two hours to weave their magic!
Frequently Asked Questions

Judging and “Bribing” Process
At the Decorating Gala, will our tree be judged?
Yes. At approximately 5:00 pm on the evening of the Decorating Gala, a group of celebrity judges will begin to work their way through the trees. First-, second-, and third-place prizes will be awarded for “Best Decorated Tree” based on factors including overall presentation, level of creativity and team spirit. The presentation of awards will take place upon completion of the decorating.

Can we still bribe the judges?
Yes, ‘bribing’ the judges still plays a huge role in the judging process! Bribes must be in the interest of BC Children’s Hospital and are not intended for the judges themselves. They may consist of monetary donations to the hospital, or toys, games or books which will be donated to CFAX Santa’s Anonymous. All bribes collected will be counted towards the ‘Spirit of Giving’ award.

Festival Reception and Additional Guests
What are the details of the evening reception during the event?
After decorating, a Festival Reception will be provided by The Fairmont Empress. All decorating teams are invited to attend. Some sponsors, by virtue of their sponsorship level, will be entitled to invite non-paying guests. Paying guests are also welcome at $25 per person on a first-come, first-served basis.

If you require additional reception tickets, your guest’s name(s) must be submitted to BC Children’s Hospital Foundation at 250 380 1529. Guests are encouraged to arrive after 5 pm.

“The Festival of Trees is the highlight of the year for our office. The opportunity to give something to those that need it most, our future generations, is the most worthwhile thing any of us can do. We take enormous pride in our involvement with the event”
– Mary Lou Newbold, Tree Sponsor, Mayfair Optometric Clinic
Registration Form

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<thead>
<tr>
<th>COMPANY NAME</th>
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<tr>
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<tr>
<td>CONTACT NAME</td>
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<td>PHONE</td>
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<td>ADDRESS</td>
</tr>
<tr>
<td>CITY</td>
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<td>PROVINCE</td>
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Please indicate desired level of tree sponsorship:
- **Bronze**: $750
- **Silver**: $1,500
  - Includes two (2) additional tickets to the Decorating Reception
- **Gold**: $2,500
  - Includes four (4) additional tickets to the Decorating Reception
- **Tree take down help**: $50
  - We will organize a volunteer to take down your tree and return your decorations to you

I would be interested in supporting the Festival of Trees in the following way(s):
- I would like to donate a prize or silent auction item to the event.
- I would like to purchase ____ tickets to attend the Festival of Trees Decorating Reception. ($25 each – limited tickets available on a first-come, first-served basis)
- I am unable to attend or sponsor a tree but I would like to make a tax-receiptable donation of ____________.

- Yes  □ No
  Do you wish to have your tree decorated by a charitable organization?
  If yes, please name the organization:

- Yes  □ No
  Would you like to receive information about BC Children’s Hospital Foundation events?

- Yes  □ No
  Would you like to receive information about the Port Alberni, Sooke or Vancouver Festival of Trees?

Payment Method:
- □ Visa  □ AMEX  □ MasterCard  □ Cheque  □ Cash  □ Please Invoice

<table>
<thead>
<tr>
<th>CARD NUMBER</th>
<th>EXP. DATE (MM/YY)</th>
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NAME ON CARD

CARDHOLDER’S SIGNATURE

For more information please contact Renata Hindle at rhindle@bcchf.ca or 250 382 1529

Please submit forms by:
Mail: 360B Harbour Road, Victoria, BC V9A 3S1
Fax: 604 875 2596
Email: rhindle@bcchf.ca

Decorating Reception
Wednesday, November 19, 2014
The Fairmont Empress
4:00 PM - 8:00 PM
(Reception at 5:30 PM)

Tree Take-Down
Tuesday, January 6, 2015
The Fairmont Empress
10:00 AM - 4:00 PM