



# FESTIVAL *of* TREES

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## SPONSORSHIP PROPOSAL 2023



**D**  
**DELTA**  
HOTELS  
MARRIOTT  
GRAND OKANAGAN  
RESORT



# ABOUT BC CHILDREN'S HOSPITAL

BC Children's is the only hospital in the province devoted exclusively to the care of children and youth.

It's one of the few pediatric medical and teaching facilities in Canada with an acute care centre, research institute, mental health facility, and rehabilitation centre all in one place. BC Children's provides specialized care, innovative therapies and pediatric expertise for BC's kids, including the sickest and most seriously injured.

Festival of Trees provides your organization an opportunity to align with the Foundation brand, one of the top brands in BC. This document outlines the details and benefits of being a Festival of Trees sponsor.



**95%**  
**UNIVERSAL BRAND**  
**AWARENESS AMONG**  
**BRITISH COLUMBIANS**



**#1 BRAND**  
**OF 400+**  
**BC BRANDS**



**HIGHLY RATED**  
**FOR TRUSTWORTHINESS,**  
**FRIENDLINESS &**  
**INNOVATION**

# FESTIVAL OF TREES OKANAGAN

**Festival of Trees Decorating + Kick Off Party** November 16, 2023 | Delta Grand Okanagan Resort

**Trees on Display:** November 17, 2023 to January 5, 2024 | Delta Grand Okanagan Resort

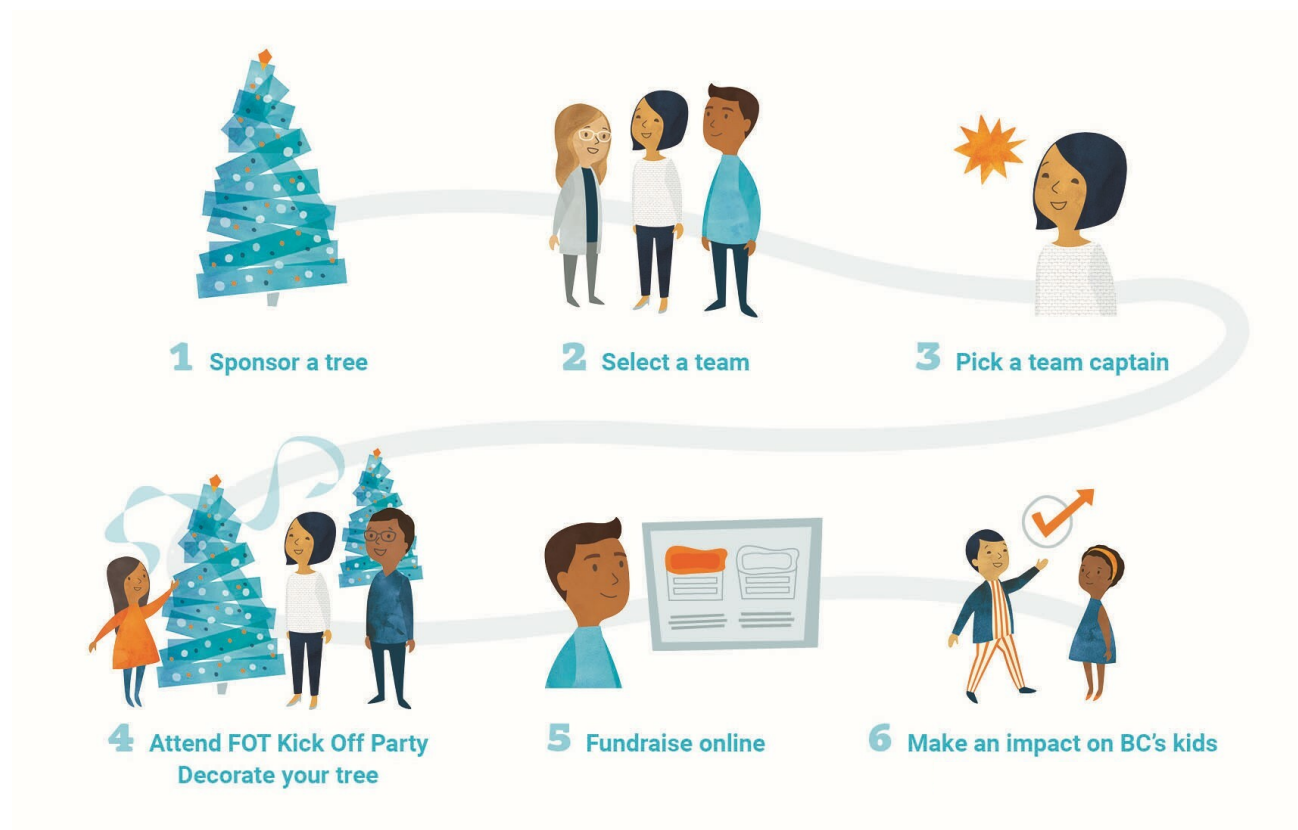
Festival of Trees is a local community event during the holiday season where local businesses and organizations along with members of the Kelowna community come together in support of BC Children's Hospital. Holiday trees are spruced up and on display at the Delta Grand Okanagan Resort for the community to vote on and enjoy.

## CONNECTING OKANAGAN BUSINESSES & ORGANIZATIONS TO BC CHILDREN'S HOSPITAL

Festival of Trees has been a cherished community tradition in BC for over 30 years.

Over all these years, we've learned what the Festival of Trees means to our community, and our sponsors. We understand how important the Festival is to BC's kids. And we understand how important the brand awareness opportunities and team building experiences are to participating businesses and organizations.

**Participating in Festival of Trees is as easy as following these steps:**



## ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

SPONSOR BENEFIT	SILVER \$2,000	GOLD \$3,000	PLATINUM: \$5,000
Number of trees available	14	5	1
Festival of Trees: Size and Placement	7.5' tree in Lobby	7.5' tree in prime placement within Lobby	15' tree in centre of Lobby (only one available)
Interactive online fundraising to connect with your network	✓	✓	✓
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓	✓
Meaningful employee engagement through team building and community care	✓	✓	✓
Entered into a draw for a two night stay at the Delta Hotels Whistler Village Suites	✓	✓	✓
Social mention - channel and format to be determined by BCCHF.			✓
Dinner for 12 in the Cellar at Delta Grand Okanagan Resort			✓
Your organization featured on the BCCHF Festival of Trees website	Name	Logo	Featured Logo
Social spotlight on the Delta Grand Okanagan Resort and Oak + Cru social media pages (23,000 followers)		Name & Featured Logo	Name & Featured Logo
Entrance to our "Deck The Halls" Festival of Trees Kick-Off Event	6 people	8 people	10 people
Professional decorating option	Contact Hotel	Contact Hotel	Contact Hotel

**Register online today by clicking [HERE](#)**

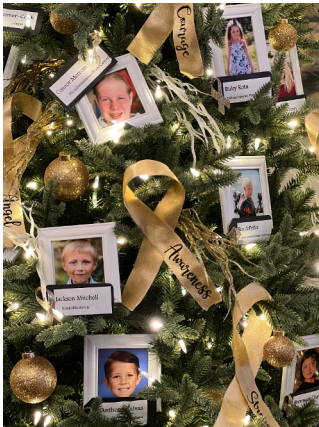
### People's Choice Award

Awarded based on total number of votes your tree receives from the public. The winner will be publicly recognized with our local media partners and receive a celebratory plaque.

**New this year!** The winner will receive a three night stay in a newly renovated vacation home with complimentary self-parking at the Delta Grand Okanagan.

# The Platinum Tree

- ✓ Biggest tree in the Festival (15 feet tall)
- ✓ Best location on the property (centre lobby)
- ✓ Sponsor spotlight on both Delta Grand Okanagan Resort, Oak + Cru, and BCCHF social media pages
- ✓ Complimentary dinner for 12 in The Cellar at Delta Grand Okanagan Resort
- ✓ ONLY ONE TREE AVAILABLE



## HELP US CONQUER CHILDHOOD CANCERS




*India, age 2, loves making friends and dancing*

As BC's only dedicated children's hospital, serving over one million kids in BC and the Yukon, every child diagnosed with cancer in the province has their treatment plan developed by oncology specialists at BC Children's Hospital. Thanks to the incredible work being done at BC Children's, BC has the best childhood cancer survival rate in Canada, but there is more to be done. Currently, approximately 20 per cent of kids who are diagnosed with cancer eventually relapse or fail to respond to treatment. For those who do survive, many suffer long-term negative health effects. We won't accept that.

Dedicated researchers in the Michael Cuccione Childhood Cancer Research Program (MCCCRP) at BC Children's are continuing to push the boundaries of scientific discovery to find the best treatments with the fewest possible short- and long-term health effects and complications for children with cancer. Investigators in the MCCCRP conduct ground-breaking studies with the purpose of understanding and ultimately developing life-saving clinical therapies for childhood cancers. The outcomes of this research can help to optimize treatments for childhood cancers - critical to children and families at BC Children's bravely facing a cancer diagnosis.

Your generous support will continue to propel this innovative research forward, with the aim that one day, every child with cancer survives and thrives.

All funds raised from Festival of Trees will ensure researchers at BC Children's can continue to make strides in developing the most innovative cancer treatments, making a profound impact on the lives of children in BC and around the world - today and for generations to come.



# THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Okanagan. Thanks to supporters like you, BC Children's Hospital is able to constantly push the boundaries of what's possible in children's health care and transform countless lives.

For your organization to fully benefit from this partnership and opportunity, please confirm your commitment by November 10, 2023 online at [www.festivaloftreesbc.ca/sponsors](http://www.festivaloftreesbc.ca/sponsors)

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Delta Grand Okanagan

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