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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 SOOKE

Festival of Trees Decorating Night: Monday, November 20 | SEAPARC Leisure Complex, Sooke

Santa's Gift Shop: Tuesday, November 21 | SEAPARC Leisure Complex, Sooke

Trees on Display: November 21 to December 27 | SEAPARC Leisure Complex, Sooke

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

CONNECTING LOCAL BUSINESSES & ORGANIZATIONS TO BC CHILDREN'S HOSPITAL

Festival of Trees has been a cherished community tradition 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:



EVENT HIGHLIGHTS

- Provides a fun team building opportunity
- Welcomes thousands of families to SEAPARC Leisure Complex each year
- Best way to kick-off the Holiday season in our community
- Friendly competition to name Sooke's favourite tree
- Supports the sickest kids in the province

SPONSOR BENEFITS

Sponsors are the stars of the show and the event is designed to allow your organization to shine through opportunities such as:

- Tree displayed at SEAPARC Leisure Complex throughout December, where it will be viewed by thousands of local families
- Your logo featured on signage next to your tree
- Featured on the BC Children's Hospital Foundation Festival of Trees website

**Sponsor a tree
for just \$350!**



Register online today by clicking [HERE](#)

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.

LOCAL IMPACT

Last year, 4,686 kids from Vancouver Island received expert care from BC Children's Hospital that they couldn't get anywhere else.

Message from Mary Lou Newbold:

Greater Victoria Chamber of Commerce Member of the Year 2022!



As CEO of Mayfair Optometric Clinic, I believe philanthropy is a fundamental piece of a healthy vibrant society. We have a responsibility to each other and acts of service be it financial, sharing of resources, or time to complete the tapestry of a healthy-community. As children are the future of our society, I believe it starts with them by supporting the health of our kids in Victoria and all around the province. Festival of Trees gives our business a chance to connect with BC Children's Hospital in a meaningful way, which is why we have been a proud sponsor for 30 years!

— MARY LOU NEWBOLD, MAYFAIR OPTOMETRIC CLINIC

Santa's Gift Shop-

November 21 6-8pm

Calling all kids!

Shop for your moms, dads, family
and siblings for Christmas!
All gifts by donation to the
BC Children's Hospital.
We'll wrap it for you too!



THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Sooke. 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.

Please feel free to reach out with any creative sponsorship ideas you have as well.

Darcy Smith

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