



FESTIVAL *of* TREES

SPONSORSHIP PROPOSAL 2023

PRESENTED BY **Scotiabank**®



GENEROUSLY HOSTED BY

BAY CENTRE

VICTORIA



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 VICTORIA

Festival of Trees Kick Off Party: November 15, 2023 | Bay Centre, Victoria

Trees on Display: November 16, 2023 – January 3, 2024 | Bay Centre, Victoria

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

CONNECTING VICTORIA BUSINESSES & ORGANIZATIONS TO BC CHILDREN'S HOSPITAL

Festival of Trees has been a cherished community tradition in Victoria 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 this is Victoria's most celebrated holiday tradition. 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

As a sponsor you are the star of the show. We have created four sponsorship levels that offer your organization a chance to shine – Platinum, Gold, Silver and Bronze.

SPONSOR BENEFIT	BRONZE	SILVER	GOLD	PLATINUM
Complimentary registration in our newly developed Festival of Trees online fundraising pages	✓	✓	✓	✓
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓	✓	✓
Enhance staff morale and retention through meaningful team building activities	✓	✓	✓	✓
Customized 10 second reel created for your business to share on your social channels.			✓	✓
Social mention at Festival of Trees Kick Off Party. Channel and format to be determined by BCCHF.				✓
On-site tree visibility at the Bay Centre	3rd floor	2nd Floor	2nd Floor	2nd Floor - Premium
Your organization featured on the BCCHF Festival of Trees website	Name	Name	Logo	Hyperlinked Logo
Thank you posts on CHEK TV, Victoria Buzz and Used.ca social media pages		Name	Logo	Logo
Branded Content Article with Victoria Buzz and Used.ca		Name	Logo	Logo
Total Sponsorship Cost	\$1,000	\$2,000	\$3,000	\$5,000

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

In 2022, 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

2023 FREQUENTLY ASKED QUESTIONS

Q: Can we bring our own tree?

A: **YES**, while each team will be provided with a pre-lit tree, you are welcome to bring your own tree. Please just make sure you let us know the size and details of your tree in advance.

Q: Can my employees decorate the tree?

A: **YES**, in fact we encourage it. Festival of Trees is a *great* team building opportunity.

Q: Can I use the Festival of Trees to engage with my customers?

A: **YES**, and we can help! We'll provide you extra tools and guidance this year to do just that.

Q: Can I activate Festival of Trees in my store or business?

A: **YES**, we have in store collateral material to help with activation strategies.

Q: Can the public vote by donation on site this year?

A: **YES**, you can donate and vote safely using tiptap technology.



Ornament featuring Remy, former BCCH patient, on the D Currie Management & Consulting Services Ltd. tree.





THANK YOU FOR HELPING KIDS SHINE

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

Shaun Cerisano

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