

In support of

BC   
Children's  
Hospital™  
Foundation

**FESTIVAL**  
*of* **TREES**

**SPONSORSHIP  
PROPOSAL**



**MISSION HILL**

*Family Estate*

# 2020 HAS BEEN RIDDLED WITH CRISIS AND UNCERTAINTY, BUT THAT WON'T STOP US FROM HELPING BC'S SICKEST KIDS.

Mission Hill Family Estate is proud to host the fourth annual Festival of Trees Kelowna, in support of the BC Children's Hospital Foundation. After overwhelming support from the local community and sponsors, we have raised over \$93,000 in the first three years, and we hope to raise over \$50,000 this year!

We are so fortunate to live, work and raise our families in one of the most beautiful parts of the world, British Columbia. For years, the Festival of Trees has become a



holiday fundraising tradition in communities across this incredible province. So many families in our region have had close contact with the BC Children's Hospital and its amazing staff. Not only do we believe that the Festival of Trees is a wonderful way to give back to our community, but it also provides an opportunity to recognize how fortunate we are to have the team at BC Children's Hospital supporting our children.

We invite you to participate in the 2020 Festival of Trees campaign in support of this worthy cause. Mission Hill Family Estate will again be transformed with brilliantly decorated trees, and welcome locals and visitors alike to the region to visit the winery and view the incredible display. Thank you for your time in reading our proposal. We appreciate your considerations of our third annual Festival of Trees event at Mission Hill Family Estate.

*Darryl Brooker*

Darryl Brooker

President, Mission Hill Family Estate

**Register online today at [bcchf.ca/FOTKelowna](https://bcchf.ca/FOTKelowna)**

# FESTIVAL OF TREES KELOWNA

Mission Hill Family Estate will again be transformed into an enchanted forest of brilliantly decorated trees, highlighting the wonderful sponsors and magnificent colours of the season. The Festival of Trees provides an invaluable opportunity to demonstrate community leadership, engage employees, and show creative flair, all in support of a worthy cause in our community.



The fourth annual Festival of Trees Kelowna will run for four weeks from November 29, 2020 through January 3, 2021. As a sponsor, you will receive exposure through print, TV, radio, social media, partner websites and your tree will be seen by many visitors at Mission Hill Family Estate. All funds raised will go towards the Excellence in Child Health Fund. Your contribution will support the areas of greatest need at BC Children's Hospital, including specialized research into childhood diseases, the purchase of and upgrade to state-of-the-art medical equipment, and education programs for caregivers and families.

## TREE DECORATING

**November 15 - 17, 2020**

Encourage employees to bring a tree decor theme to life! All trees will be outdoor this year, please keep this in mind when selecting your decorations, and dress accordingly when you join us to decorate.

## FESTIVAL OF TREES EXPERIENCE

**Daily from November 29, 2020 to January 3, 2021**

You are invited to join us at Mission Hill Family Estate for an incredible, sommelier guided experience including roasted chestnuts, mulled wine, and a tour of the winery and wonderfully decorated trees. A donation of \$5 per person will be made to the BC Children's Hospital with each experience.

**Register online today at [bcchf.ca/FOTKelowna](https://bcchf.ca/FOTKelowna)**

# ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

As sponsors you are the stars of the show, and we have created two sponsorship levels that offer your organization a chance to shine – Gold and Platinum

SPONSOR BENEFIT	GOLD \$2,000	PLATINUM: \$3,000
An artificial pre-lit tree	9 feet	12 feet
Location of your tree	Outdoor in our covered Terrace Restaurant (limit of 10 trees)	Prominent location in our outdoor covered Terrace Restaurant (limit of 10 trees)
<b>*NEW*</b> Festival of Trees Engagement Toolkit to help you engage with your customers, employees and suppliers	✓	✓
Association with <b>#1 highest recognized brand (BCCHF) in BC</b> —Based on a 2016 survey conducted by Insights West	✓	✓
Complimentary participation in the 2020 Virtual Festival of Trees program	✓	✓
Your logo featured next to your tree	✓	✓
Featured in the Festival of Trees Kelowna online brochure	✓	✓
Featured in Mission Hill Family Estate social media posts (Combined following of over 50,000)	✓	✓
Your logo featured on Mission Hill Family Estate website	✓	✓
Your organization featured on the Kelowna portion of the BCCHF Festival of Trees website	Name	Logo

**Register online today at [bcchf.ca/FOTKelowna](http://bcchf.ca/FOTKelowna)**

## CAUSE MARKETING

Cause Marketing is defined as a type of Corporate Social Responsibility (CSR) in which a company's promotional campaign has the dual purpose of *increasing profitability* while bettering society.

*Example: 5% of sales during the Festival of Trees goes straight to BC Children's Hospital*

## ALIGN YOUR BRAND WITH BCCHF & FOT



We understand that 2020 has been a difficult year for many. We understand it, because we feel it too.

That's why we're excited to work with you to implement a unique cause marketing program supporting your fundraising efforts aligned to Festival of Trees. 2020 has presented a unique opportunity to enable your customers to get active in support of BC Children's Hospital Foundation.



## HOW IT WORKS

We will provide you a "How To Kit" which will help you get the most of out of your cause marketing campaign.

We will even provide you with guidelines, tips, support and advice on how to utilize cause marketing during the Festival of Trees to engage with your customers and increase sales.

**Register online today at [bcchf.ca/FOTKelowna](https://bcchf.ca/FOTKelowna)**

## CORPORATE VISIBILITY

Sponsoring a tree is a fun and meaningful way to support BCChildren's Hospital while providing your organization with the opportunity to engage with the community.

Here are some ideas on how you can make the most of your Festival of Trees sponsorship:

- Creativity is encouraged? Bring your brand to life!
- Employee engagement? Enhance team-building and take part in decorating your tree.
- Invite clients and business partners to the winery for a special Festival of Trees tasting experience, and to vote for their favourite tree (yours, of course)



**BC Children's Hospital doesn't just look after kids like me, they cared for my entire family.**

**I will always be thankful to BC Children's Hospital for all that they have done to help me be healthy.**

**Taylin, BCCH patient**

**Register online today at [bcchf.ca/FOTKelowna](https://bcchf.ca/FOTKelowna)**

## **ABOUT BC CHILDREN'S HOSPITAL**

**BC Children's is the only hospital in the province devoted exclusively to the care of children. This means that one million kids—including some of the sickest and most seriously injured—count on the hospital for specialized care they often can't receive anywhere else.**

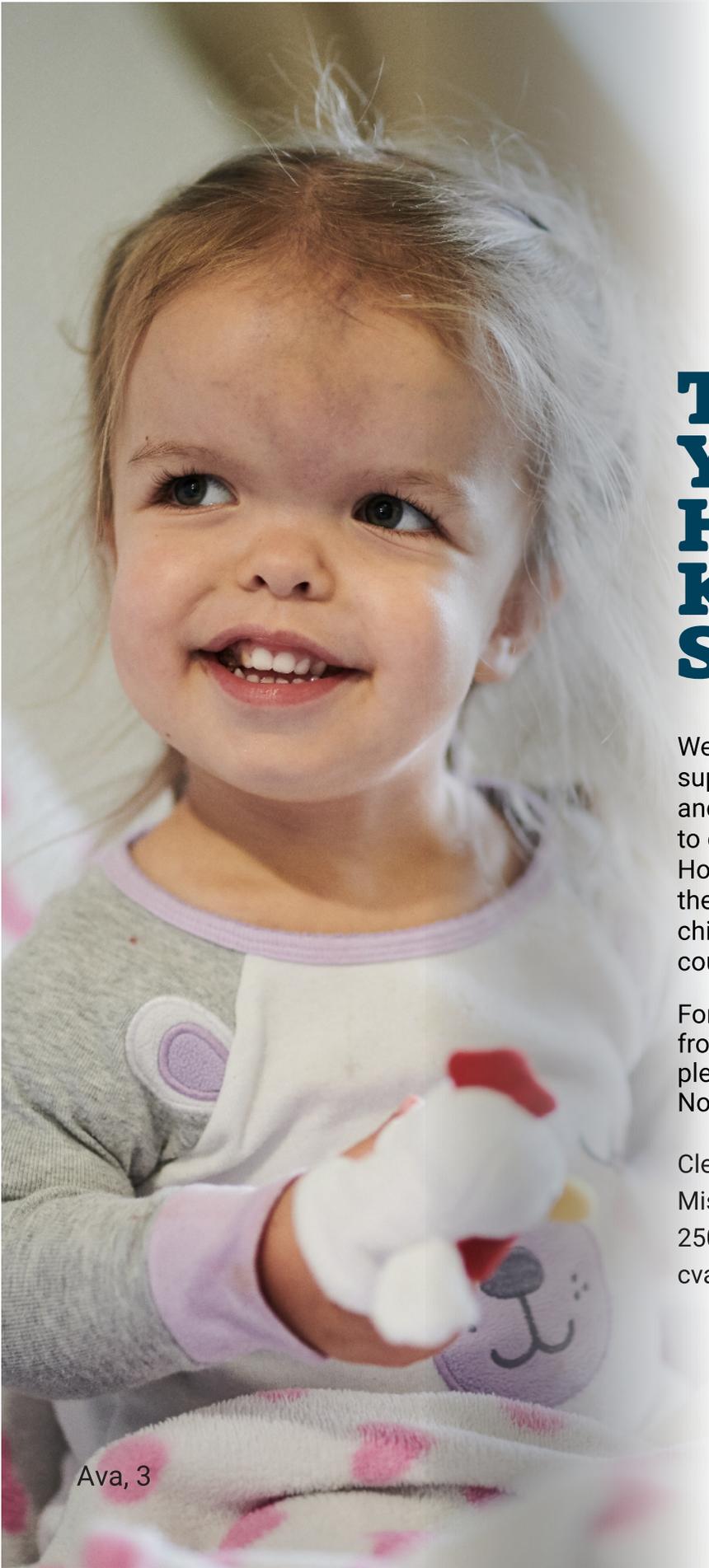
Last year, more than 93,000 patients visited the hospital, receiving care for everything from common orthopaedic injuries to the most complex cancer cases. But BC Children's is also so much more than a hospital. As one of the few pediatric medical and teaching facilities in North America with an acute care centre, research institute, mental health facility and soon, rehabilitation centre—all on a single campus—it's a place where care is constantly being reimagined.

### **Sponsorship Benefits**

There are a host of benefits that come with sponsorship. By showing your customers what you stand for—the health and well-being of our province's kids—they're more likely to stand with you. In fact, research has shown that people are more likely to support businesses that are associated with a cause close to their hearts. Companies also see better employee engagement and morale when they're connected to a meaningful cause. And, when you join our quest to advance children's health, you're making a positive difference in the communities you serve.

### **Our Brand**

Since 1982, BC Children's Hospital Foundation has been inspiring people and communities to join its quest and enhance children's health care. And over the years, we've built an incredibly strong brand by doing just that. In fact, it has one of the highest recognition rates in the province. Nearly all British Columbians (95%) have heard of BC Children's Hospital Foundation and half (51%) are able to correctly identify the Foundation's logo unaided.



# **THANK YOU FOR HELPING KIDS SHINE**

We are so grateful for your continued support of BC Children's Hospital and Festival of Trees Kelowna. Thanks to donors 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 12, 2020.

Clee Varon  
Mission Hill Family Estate  
250-258-7181  
[cvaron@markanthony.com](mailto:cvaron@markanthony.com)

Ava, 3