

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

**SPONSORSHIP  
PROPOSAL  
2021**



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.

This means that one million kids—including some of the sickest and most seriously injured—count on the hospital for specialized health care they often can't receive anywhere else. Last year, more than 93,000 patients visited the hospital, receiving care for everything from common injuries to the most complex cancer cases.

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**

Reference Source: 2017 Insights West Charitable Giving Insight Report

# VICTORIA'S MOST CELEBRATED HOLIDAY TRADITION GOING INTO IT'S 30TH YEAR.

The Festival of Trees Victoria has been a cherished community tradition in Victoria for the last 29 consecutive 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 from participating in the Festival are to our local businesses and organizations.

We've also learned what it's like to operate the Festival during our new uncertain times. In 2020, Festival of Trees was one of the only holiday grassroots events to continue, and our intention is that 2021 will be no different.

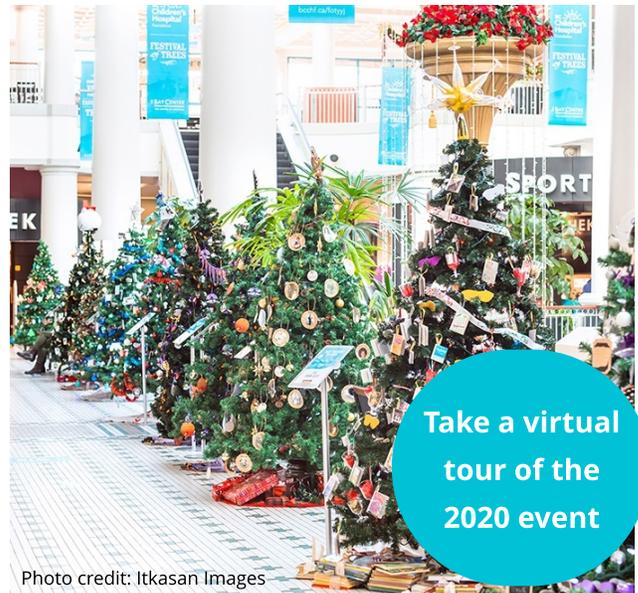


Photo credit: Itkasan Images

## FESTIVAL OF TREES

**November 18, 2021 to January 4, 2022**

Festival of Trees will continue in the Bay Centre this year for the full six week duration. Showcase your brand while letting the community know you stand behind the only dedicated children's hospital in the province.

## SPRUCE UP for BC Kids

**November 17, 2021**

With restrictions lifting (and pending they stay lifted) we are transitioning the decorating experience into a FUN cocktail party social. SPRUCE UP yourself and your tree, then meet your peers for cocktails, appetizers, music and entertainment.

Just like last year, we will work with Vancouver Island Health Authority to ensure all safety requirements are considered and met.

# ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

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

**\*NEW FOR 2021\*** - *Friend of FOT* level. For only \$500, you can have an ornament branded with your logo on our community tree (Note: This option only includes a branded ornament only, not your own tree)

SPONSOR BENEFIT	FRIEND OF FOT \$500	BRONZE \$1,000	SILVER \$2,000	GOLD \$3,000
<b>*Festival of Trees Engagement Toolkit:</b> Use the Festival to engage with customers and employees	✓	✓	✓	✓
Complimentary participation in the 2021 Virtual Festival of Trees program	✓	✓	✓	✓
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓	✓	✓
Meaningful employee engagement through team building and community care	✓	✓	✓	✓
Unique text to vote number exclusive to your company/organization		✓	✓	✓
Social media mentions and engagement on BCCHF's social media channels				✓
Tree take-down service	N/A	\$200	\$100	✓
On-site Tree Visibility at the Bay Centre	Branded Ornament	Great	Excellent	Premium
Your organization featured on the BCCHF Festival of Trees website		Name	Name	Logo
Thank you ad highlighting your support in the Times Colonist			Name	Logo
Thank you posts on Ocean 98.5, CHEK TV, Victoria Buzz and Used.ca social media pages			Name	Logo
Branded Content Article with Victoria Buzz and Used.ca			Name	Logo
Border colour around your on-site signage	N/A	Bronze	Silver	Gold

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

# SUPPORTING MENTAL HEALTH PROGRAMS AT BC CHILDREN'S HOSPITAL

**MORE THAN 95,000 KIDS AND YOUTH ACROSS BC ARE IMPACTED BY MENTAL HEALTH ISSUES. OF THAT GROUP, ONLY 40 PER CENT RECEIVE EXPERT HELP FOR THEIR HEALING JOURNEY.**



BC Children's Hospital is focused on treating the whole child – physically and emotionally. Evidence is emerging that practicing mindfulness helps youth increase resiliency and helps them better cope with chronic illness, pain, psychological distress and other health challenges.

The Centre for Mindfulness is a leader in mindfulness-based interventions. The aim of mindfulness is to help patients and families learn ways to focus and calm their minds and live in the present moment with compassion for themselves. This will help them better manage difficult thoughts and feelings which can play an important role in their healing journey. Mindfulness skills have been shown to help people cope with chronic stress, pain and mood symptoms.

The Centre for Mindfulness team would like to make a positive difference in the lives of more kids and families from across the province. This will be achieved through the expansion of existing Mindfulness based programs – including Mindful Awareness and Resilience Skills for Adolescents (MARS A). If a youth is struggling with mental health challenges, through a referral from their health provider, they may be connected to the MARS A program led by the Centre for Mindfulness. This program helps kids cope with the challenges that life gives them, whether a devastating medical diagnosis, or every day stressors – they will have the tools to help them persevere and thrive.

To expand Mindfulness across the BC Children's campus, the Centre for Mindfulness provides training to facilitators on child, adolescent and staff Mindfulness. In addition, the Centre for Mindfulness conducts research to better understand the impact of mindfulness—helping to inform current and future programs and approaches to care.

**All funds raised through Festival of Trees will support the Centre for Mindfulness and will help youth, families, caregivers and health professionals develop skills to manage stress and anxiety, making a significant difference in their lives.**

## LOCAL IMPACT

Last year, 3,636 kids from Vancouver Island received expert care from BC Children's Hospital that they couldn't get anywhere else.

That is almost 10 Vancouver Island kids *EVERY SINGLE DAY!*

## COMMUNITY REVIEWS



"My family has been big supporters of BC Children's Hospital Foundation for many years, and I'm so glad my company is too. Here at DFH, we have made Festival of Trees an annual holiday tradition which gives us a great sense of team building and family. From a business standpoint, we find the Festival to be one of the most cost effective advertising tools we can invest in. Total win/win"

— Alec Harper, DFH Real Estate LTD



"Here at StarFish Medical, the Festival of Trees continues to be one of our most anticipated times of the year. Our team gets together and truly has a fun time planning and designing our tree, which has translated into a great team bonding experience. We also know that over 3,000 kids from Vancouver Island get treated at BC Children's Hospital every year, so we are proud to support them, and all of BC's kids who need critical care and support

— Mike Camplin, StarFish Medical

## 2021 FREQUENTLY ASKED QUESTIONS

**Q:** Can we bring our own tree?

**A:** **YES**, while each team will be provided with a 6' 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:** If we don't feel comfortable participating in a physical Festival of Trees campaign, is there a virtual option we can participate in?

**A:** **YES**, we will be offering a virtual-only Festival of Trees campaign allowing you to showcase your tree and raise funds virtually.

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

**A:** **YES**, you can donate and vote safely and virtually through text to vote technology.





# 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, 2021.

Please feel free to reach out to Shaun with any creative sponsorship ideas you have as well. I'm all ears!

**Shaun Cerisano**

Philanthropy Manager

BC Children's Hospital Foundation

e [scerisano@bcc hf.ca](mailto:scerisano@bcc hf.ca)

t 250.213.6466

Ava, 3

Victoria, BC