

In support of  
**BC Children's Hospital**  
Foundation

## FESTIVAL *of* TREES

## SPONSORSHIP PROPOSAL



**MISSION HILL**  
*Family Estate*



# 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

# FESTIVAL OF TREES KELOWNA CELEBRATES IT'S 5TH YEAR AT MISSION HILL FAMILY ESTATE!



Photo: The Faction

Each year, Mission Hill Family Estate is prouder than ever to host Kelowna's Festival of Trees benefitting the BC Children's Hospital Foundation. **Thanks to your incredible business commitment and community support**, together we have raised over \$109,000 in the first four years of this holiday fundraising tradition.

To celebrate our 5th anniversary, we are setting an even bigger goal – to achieve over \$50,000 in the five weeks of this Festival of Trees Kelowna season.

Throughout 2021, healthcare workers continued to earn our special appreciation and gratitude. We are dedicating this campaign to making sure the team at BC Children's Hospital knows their work means everything to the approximately 4,500 families across the Okanagan, and 96,000 kids across our province, who need them each year.

Everything we fundraise this year will go toward supporting **mental health programs offered through BC Children's Hospital** (see page 7 for details.) As members of the hospitality industry, and adults who have seen the widespread impacts of the pandemic on everyone's mental health, this focus that is especially close to our hearts.

Now we need **your help, sponsorship, and creativity** to reach the goal! Please "pick" your tree now. Add your team's shine to our brilliantly decorated "forest" atop Mt. Boucherie. Then come enjoy some festive winery time for this evergreen cause.

Thank you all,

*Corrie*

**Corrie Krehbiel**  
Head Winemaker  
for the **Mission Hill Family Estate** team

- **SPONSOR** a tree to benefit BCCHF and kids' mental health
- **CONNECT** with your team, clients, and suppliers
- **ENJOY** special Mission Hill "Season of Trees" experiences

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

# FESTIVAL OF TREES KELOWNA

Mission Hill Family Estate will again transform into an enchanted outdoor forest of brilliantly decorated trees, highlighting sponsors' dazzling creativity and the vibrant colours of the season. This Kelowna holiday season tradition provides an invaluable opportunity to demonstrate community leadership, engage employees, and share festive spirit, all in support of the only children's hospital in BC.

This year, all funds raised for Festival of Trees will support mental health programs at BC Children's Hospital. **See more details on page 7.**

The fifth annual Festival of Trees Kelowna will run for four weeks from November 26, 2021 through December 23, 2021. As a sponsor, you will receive exposure through print, TV, radio, social media, partner websites and your sponsored tree will be seen by many visitors at Mission Hill Family Estate.



## SPONSOR TREE DECORATING

**November 17 - 19, 2021**

Encourage your team to theme your tree to highlight your business, or another favourite topic or trend! Please note, supporting public health, all trees will be located outdoors again this year. Do keep that in mind when selecting your decorations. And dress accordingly when you join us to trim your tree.

## SEASON OF TREES EXPERIENCE

**Daily from November 29, 20201 to December 23, 2021**

Join us at Mission Hill for a special **holiday Season of Trees experience**, a guided trees-to-cellars tour and seated wine tasting featuring festive bites. With each tasting reservation, \$10 will be donated to Festival of Trees Kelowna. On Sundays in December (the 5th, the 12th, and the 19th) those fundraising tasting reservations will include exclusive bonus access to our **Evergreen Sunday mini market** pop-up, with an intimate selection of vendors live on the Loggia each week..

**Register online today at [bcchf.ca/FOTKelowna](http://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	Outdoors on our covered Terrace or Loggia	Premium location on the Terrace (limit of 2 trees)
*Festival of Trees Engagement Toolkit to help you utilize the FOT brand to engage with your customers, employees and suppliers	✓	✓
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓
Complimentary participation in the 2021 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 62,000)	✓	✓
Chance to win a sponsors-only Mission Hill Holiday Gift Basket for your company	✓	✓
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)

## CORPORATE VISIBILITY

Sponsoring a tree is a fun and meaningful way to support BC's Kids., while providing your organization a chance to engage with your 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, business partners, and friends to join you at Mission Hill for a special Season of Trees tasting experience, and to vote for their favourite tree (yours, of course). Tasting reservations can easily be made online. Plus, more group private event options are also available.



**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](http://bcchf.ca/FOTKelowna)**

# 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.**

A close-up photograph of a young girl with blonde hair, smiling broadly. She is wearing a light-colored pajama top with a cartoon animal print. She is holding a white teddy bear with a red bow around its neck. The background is slightly blurred.

# 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, 2021.

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