



FESTIVAL *of* TREES

PRESENTED BY **Scotiabank.**

SPONSORSHIP PROPOSAL 2022



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 99,000 patients visited the hospital, including its acute care centre, research institute, mental health facility and other facilities.

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 VICTORIA

Festival of Trees Kick Off Party: November 16, 2022 | The Bay Centre, Victoria

Trees on Display: November 17, 2022 – January 3, 2023 | The 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 from participating in the Festival are to our local 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've created four sponsorship levels that offer your organization a chance to shine — *NEW* Platinum, Gold, Silver and Bronze

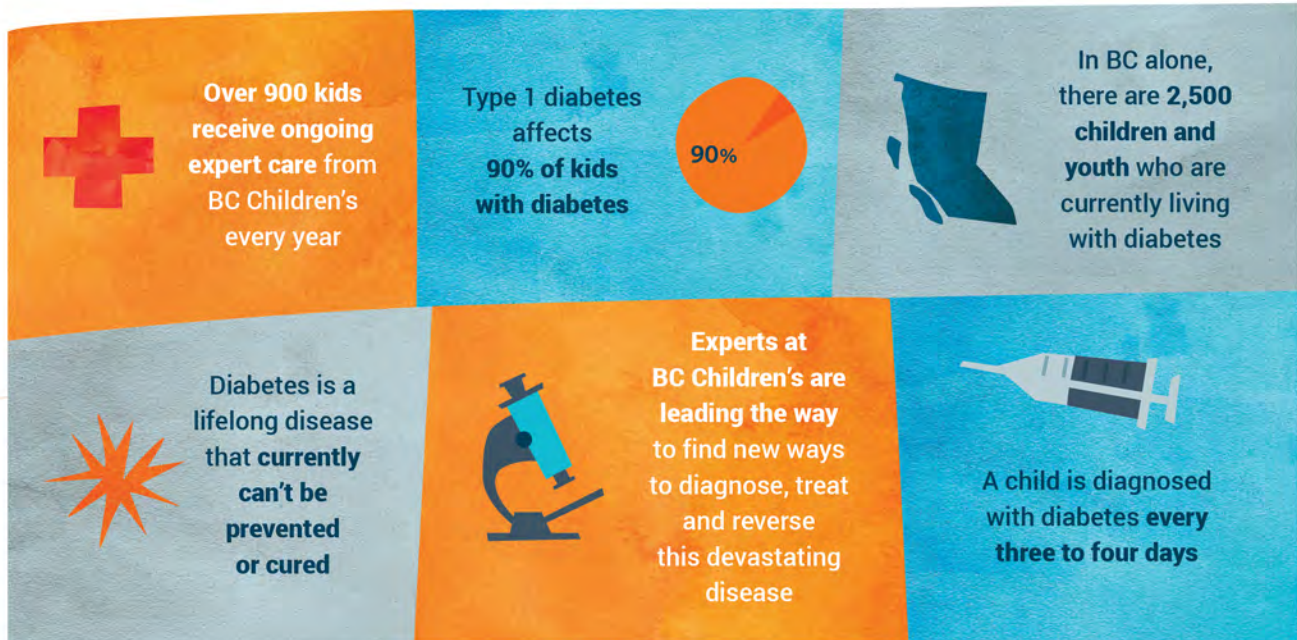
NEW FOR 2022 - Our first ever **PLATINUM LEVEL**. For \$5,000, you are provided with a 7 foot tree and a tree location close to entrances, escalators or elevators - highest foot traffic locations).

SPONSOR BENEFIT	BRONZE	SILVER	GOLD	*NEW* PLATINUM
*Festival of Trees Engagement Toolkit: Use the Festival to engage with customers and employees	✓	✓	✓	✓
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	✓	✓	✓	✓
Innovative tiptap device and signage beside your tree, featuring your company's logo	✓	✓	✓	✓
Social story mentions at Festival of Trees Kick Off Party			✓	✓
Your pre-lit artificial tree size	6 foot	6 foot	6 foot	7 foot (only 10 available)
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 ad highlighting your support in the Times Colonist		Name	Logo	Logo
Thank you posts on Ocean 98.5, 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](#)

CONQUERING CHILDHOOD DIABETES

The numbers behind our quest



Diabetes research at BC Children's Hospital: On the cusp of a cure

In BC alone, there are 2,500 children and youth who are currently living with diabetes and that number is growing. Diabetes is a serious, lifelong and often life-limiting disease.

Since 2002, BC Children's has been a national leader in pediatric diabetes research. Over 100 world-class researchers, trainees and staff are conducting ground-breaking cure-based diabetes research that is leading to new practices, innovative therapies and new hope. Outstanding clinicians and scientists work together to push the boundaries of what's possible.

"We are poised for what could be the final sprint to find a cure. Our researchers have had amazing recent breakthroughs in stem cells, cell therapy and disease prediction, and have access to incredible technologies. I'm excited to lead this group of experts in our shared quest to lessen the burden of childhood diabetes by finding new ways to predict, prevent and cure this devastating disease."

— DR. FRANCIS LYNN, HEAD, CANUCKS FOR KIDS FUND CHILDHOOD DIABETES LABORATORIES

Your generous support will help ensure that the 2,500 children in BC living with diabetes experience better health outcomes, which has the power to impact their entire lives. You will also help enable researchers to make transformative new discoveries on their quest toward a cure.

All funds raised from Festival of Trees will allow us to get closer than ever to a cure for Diabetes.

LOCAL IMPACT

Last year, 5,091 kids from Vancouver Island received expert care from BC Children's Hospital that they couldn't get anywhere else. That is an increase from 3,636 Island kids in 2020.

Message from Mary Lou Newbold:

Greater Victoria Chamber of Commerce Member of the Year!



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

2022 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 tiptap technology.



Mckenna, former BCCH patient



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, 2022.

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@bcchf.ca

t 250.213.6466

Remy, 4
Victoria, BC