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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 SOOKE

Festival of Trees Decorating Night: Tuesday, November 22 | SEAPARC Leisure Complex, Sooke

Trees on Display: November 23 to December 28 | SEAPARC Leisure Complex, Sooke

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

CONNECTING LOCAL BUSINESSES & ORGANIZATIONS TO BC CHILDREN'S HOSPITAL

Festival of Trees has been a cherished community tradition for over 30 years.

Over all these years, we have learned what the Festival of Trees means to our community, and our sponsors. 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:



EVENT HIGHLIGHTS

- Celebrating a return to the Sooke community
- Provides a fun team building opportunity
- Welcomes thousands of families to SEAPARC Leisure Complex each year
- Best way to kick-off the Holiday season in our community
- Friendly competition to name Sooke's favourite tree
- Supports the sickest kids in the province

SPONSOR BENEFITS

Sponsors are the stars of the show and the event is designed to allow your organization to shine through opportunities such as:

- Tree displayed at SEAPARC Leisure Complex throughout December, where it will be viewed by thousands of local families
- Your logo featured on signage next to your tree
- Featured on the BC Children's Hospital Foundation Festival of Trees website

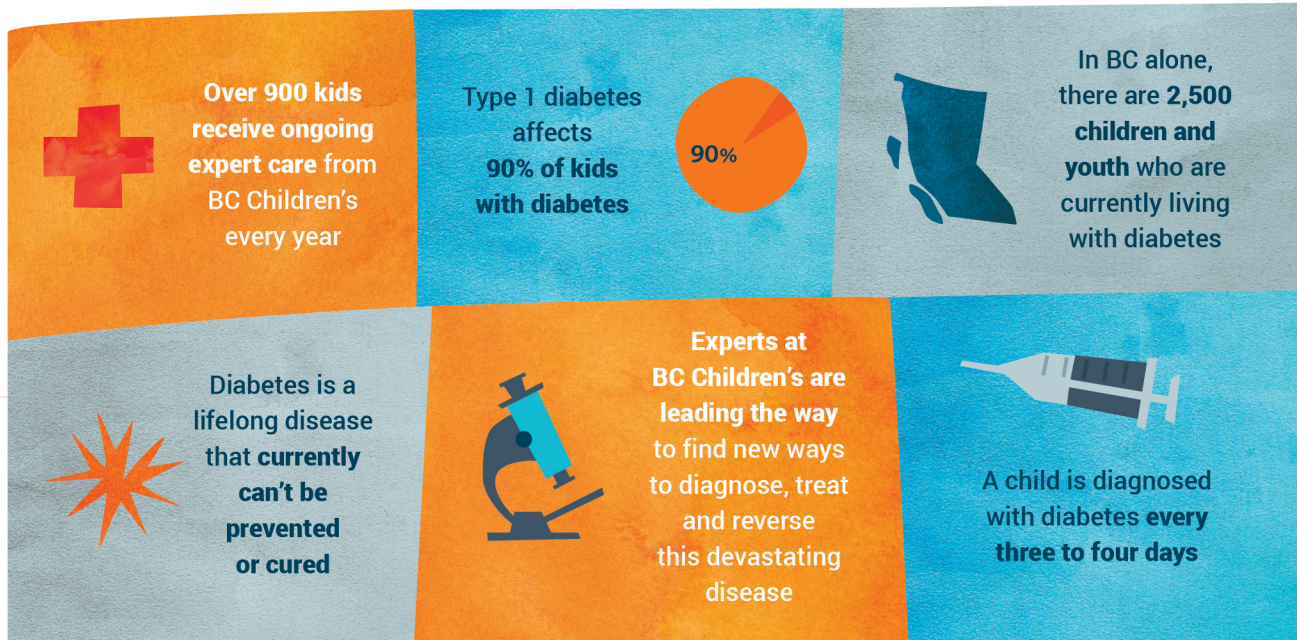
**Sponsor a tree
for just \$300!**

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

THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Sooke. 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 Darcy with any creative sponsorship ideas you have as well.

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