



FESTIVAL *of* TREES

PRESENTED BY **Scotiabank®**

SPONSORSHIP PROPOSAL 2022





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 COMOX VALLEY

Trees on Display: November 21, 2022 to January 5, 2023 | Driftwood Mall, Courtney BC

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

CONNECTING COMOX VALLEY BUSINESSES & ORGANIZATIONS TO BC CHILDREN'S HOSPITAL

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

Over these years, we've learned what the Festival of Trees means to our community and our sponsors, understanding this is BC's most celebrated holiday tradition among family and youth. We also 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:





YOU'RE INVITED TO

Festival of Trees Charity Event

IN PARTNERSHIP WITH
BC CHILDRENS HOSPITAL
FOUNDATION



SUNDAY DEC. 4, 2022
40 KNOTS WINERY
5:30-9:30PM
\$115 PER HEAD

JOIN US FOR AN IN-PERSON FUNDRAISING EVENT
FOR OUR THIRD ANNUAL FESTIVAL OF TREES COMOX
VALLEY

LIVE MUSIC FROM EASY STREET DUO
CATERED DINNER CURTESY OF OFF MAIN
COMPLIMENTARY GLASS OF WINE UPON ARRIVAL
CASH BAR ON SITE
SILENT AUCTION & LIVE DRAWS

LIMITED NUMBER OF TICKETS AVAILABLE

HOSTED BY
LAVISH ENGAGEMENTS & OLIVIA CROSS REAL ESTATE

ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

As sponsors you are the stars of the show, here's how Festival of Trees Comox Valley can give your organization a chance to shine.

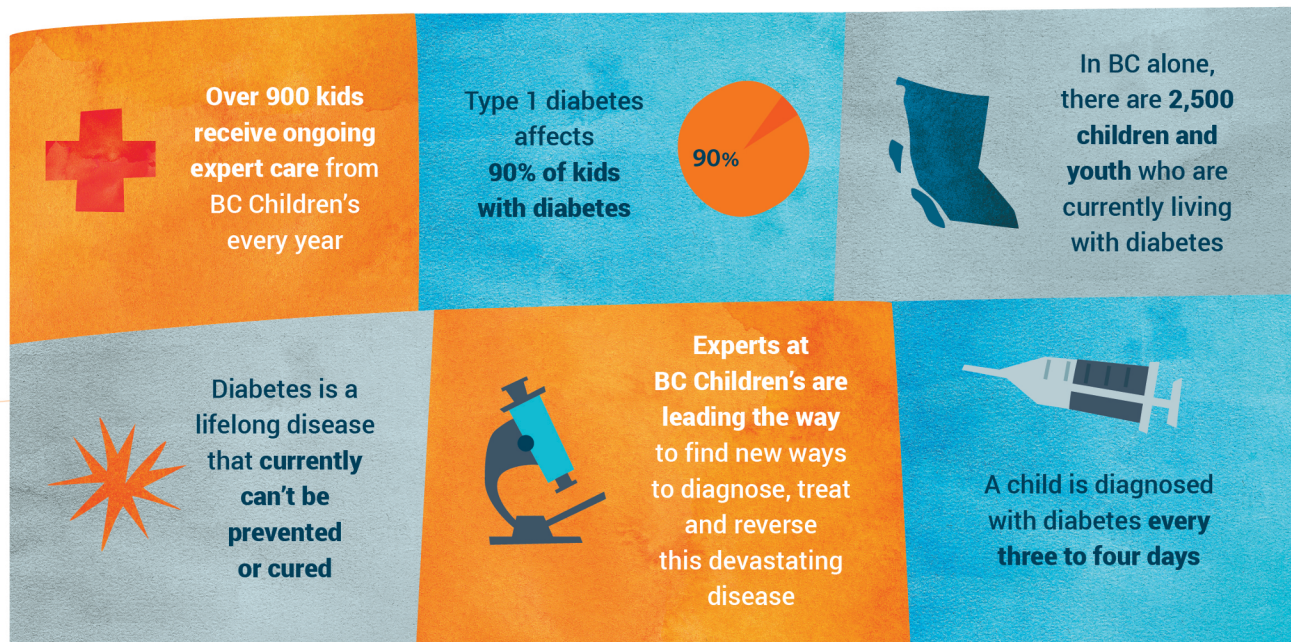
SPONSOR BENEFIT	\$400.00
Festival of Trees Engagement Toolkit to help you engage with your customers, employees and suppliers	✓
Personalized FOT online fundraising page to engage with your network of customers and clients	✓
Unique text-to-vote number for people to vote for your tree	✓
Meaningful employee engagement through team building and community care	✓
Association with #1 highest recognized brand (BCCHF) in BC—Based on a 2016 survey conducted by <i>Insights West</i>	✓
Social media mentions and engagement on the Festival of Trees Comox Valley Facebook and Instagram pages	✓
Complimentary ticket to Festival of Trees Live Event hosted at 40 knots, Sunday December 4th	One ticket valued at \$115



Register online today at bcCHF.ca/FOT

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.



Georgia & Olivia

THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Comox Valley.

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 15, 2022 .

Please feel free to reach out to us with any ideas you may have.



Olivia Cross

Festival of Trees Comox Valley Co-Lead
e olivia@oliviacruz.ca
t 250.702.7389

Georgia Rodgers

Festival of Trees Comox Valley Co-Lead
e georgia@lavishengagements.ca
t 250.897.2312