



# FESTIVAL *of* TREES

PRESENTED BY **Scotiabank®**

## SPONSORSHIP PROPOSAL 2022



# 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 OKANAGAN

**Sponsors Exclusive Celebration Party:** November 17, 2022 | Mission Hill Family Estate Winery

**Trees on Display:** November 18, 2022 to January 3, 2023 | Mission Hill Family Estate Winery

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 Mission Hill Family Estate Winery and Delta Grand Okanagan Resort for the community to vote on and enjoy.

## CONNECTING OKANAGAN 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:**



## ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

SPONSOR BENEFIT	SILVER \$2,000	GOLD \$3,000	PLATINUM: \$5,000
Number of trees available	10	9	3
Festival of Trees Size and Indoor Placement	7.5 feet Great location	9 feet Great location	12 feet Premium location
<b>Festival of Trees Engagement Toolkit</b> to help you engage with your customers, employees and suppliers	✓	✓	✓
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓	✓
Interactive online fundraising page to connect with your network	✓	✓	✓
Unique text-to-vote number along with company logo featured on signage at your tree	✓	✓	✓
Complimentary behind-the-scenes tour of our barrel cellar and seated tasting experience for you and up to 5 guests	✓	✓	✓
Complimentary Private Dining at the Estate experiences for you and up to 5 guests.			✓
Social media mentions and engagement on BCCHF's social media channels			✓
Featured in Mission Hill Family Estate social media posts (Combined following of over 70,000)	✓	✓	✓
Chance to win a sponsors-only Mission Hill Holiday Gift Basket for your company	✓	✓	✓
Your organization featured on the BCCHF Festival of Trees website		Name	Logo
Invitation to Festival of Trees Decorating Party on Nov 17th	6	6	6

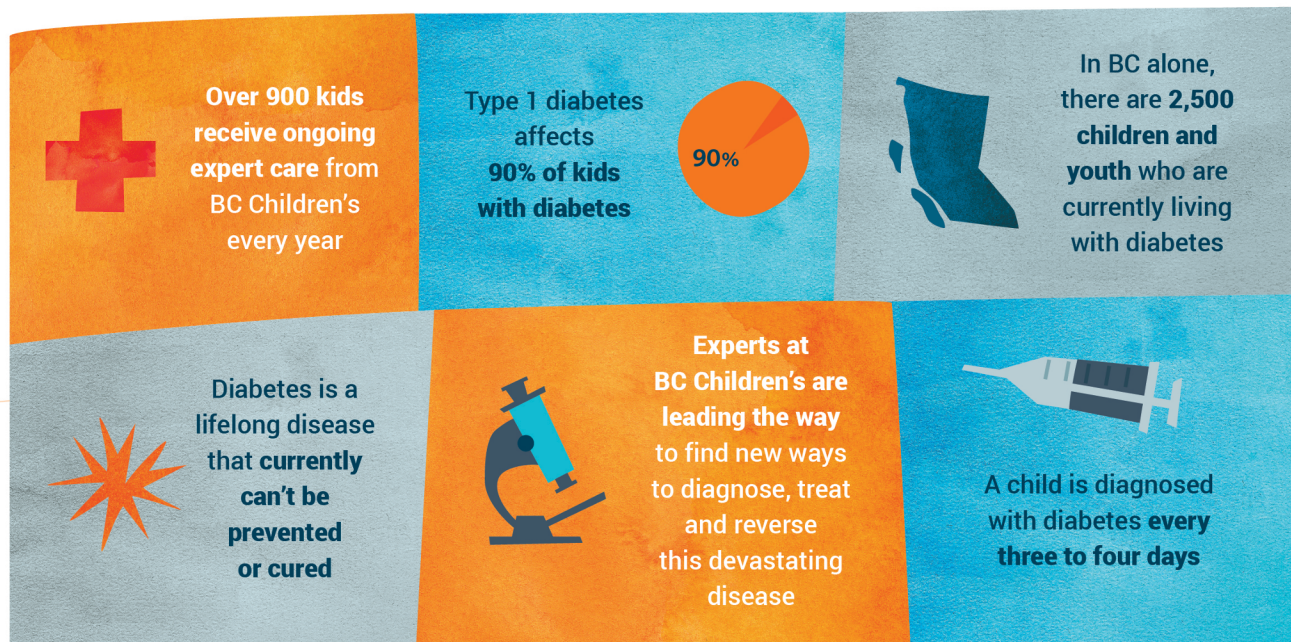
**SAVE \$1,000** and receive two gold trees. One at the Delta Grand Okanagan and one at Mission Hill Family Estate Winery. Gold benefits apply.

Total cost: \$5,000



# 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 researches, 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.





# THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Okanagan. 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 to Alexa McDermott.

**Alexa McDermott**

Mission Hill Family Estate Winery

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