



FESTIVAL *of* TREES

SPONSORSHIP PROPOSAL 2023

PRESENTED BY **Scotiabank**®



Fairmont
HOTEL VANCOUVER



ABOUT BC CHILDREN'S HOSPITAL

BC Children's is the only hospital in the province devoted exclusively to the care of children and youth.

It's one of the few pediatric medical and teaching facilities in Canada with an acute care centre, research institute, mental health facility, and rehabilitation centre all in one place. BC Children's provides specialized care, innovative therapies and pediatric expertise for BC's kids, including the sickest and most seriously injured.

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**

FESTIVAL OF TREES VANCOUVER

Deck the Halls - Festival of Trees Preview: November 22, 2023 | Fairmont Hotel Vancouver

Trees on Display: November 23, 2023 to January 2, 2024 | Fairmont Hotel Vancouver

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

CONNECTING VANCOUVER BUSINESSES & ORGANIZATIONS TO BC CHILDREN'S HOSPITAL

Festival of Trees has been a cherished community tradition in BC 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 how important the Festival is to BC's kids. And we understand how important the brand awareness opportunities and team building experiences are to participating 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 \$3,000	GOLD \$4,500	PLATINUM: \$15,000
Festival of Trees: Size and Placement	7.5' tree in Lower Lobby	7.5' tree in Hotel's Main Lobby	15' tree in Centre of Lobby (only one available)
Complimentary and interactive Festival of Trees online fundraising page.	✓	✓	✓
Meaningful employee engagement through team building and community care	✓	✓	✓
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓	✓
Social mention - channel and format to be determined by BCCHF.			✓
Your organization featured on the BCCHF Festival of Trees website	Name	Logo	Featured Logo
Social media mentions and engagement on Fairmont Hotel Vancouver's social media pages		Name	Featured Logo
Inclusion in Fairmont Hotel Vancouver's holiday e-newsletter	Name	Logo	Featured Logo
Recognition on marketing and promotional materials with our media partners such as: website, e-newsletters and social media	Name	Logo	Featured Logo
Featured on Hotel Readerboards	Name	Name & Logo	Featured Name & Logo
Entrance to our "Deck The Halls" Festival of Trees Kick-Off Event	6	8	10
Pick your tree location within the main lobby		\$500	N/A
Upgrade your tree to 9'	\$1,000	\$1,000	N/A
Professional decorating option	Contact Hotel	Contact Hotel	Contact Hotel

Register online today by clicking [HERE](#)

THE PLATINUM TREE

- ✓ Biggest tree in the Festival (15 feet tall)
- ✓ Best location on the property (centre lobby)
- ✓ Social media mentions on both Hotel Vancouver and BCCHF social media pages
- ✓ Featured logo on marketing and promotional materials such as: website, e-newsletters, social media, media partner website
- ✓ 10 tickets to our "Deck the Halls" Festival of Trees Kick-Off Event
- ✓ Featured exposure on Hotel Lobby Digital Readerboards
- ✓ ONLY ONE TREE AVAILABLE



Register online today by clicking [HERE](#)

HELP US CONQUER CHILDHOOD CANCERS




India, age 2, loves making friends and dancing

As BC's only dedicated children's hospital, serving over one million kids in BC and the Yukon, every child diagnosed with cancer in the province has their treatment plan developed by oncology specialists at BC Children's Hospital. Thanks to the incredible work being done at BC Children's, BC has the best childhood cancer survival rate in Canada, but there is more to be done. Currently, approximately 20 per cent of kids who are diagnosed with cancer eventually relapse or fail to respond to treatment. For those who do survive, many suffer long-term negative health effects. We won't accept that.

Dedicated researchers in the Michael Cuccione Childhood Cancer Research Program (MCCCRP) at BC Children's are continuing to push the boundaries of scientific discovery to find the best treatments with the fewest possible short- and long-term health effects and complications for children with cancer. Investigators in the MCCCRP conduct ground-breaking studies with the purpose of understanding and ultimately developing life-saving clinical therapies for childhood cancers. The outcomes of this research can help to optimize treatments for childhood cancers - critical to children and families at BC Children's bravely facing a cancer diagnosis.

Your generous support will continue to propel this innovative research forward, with the aim that one day, every child with cancer survives and thrives.

All funds raised from Festival of Trees will ensure researchers at BC Children's can continue to make strides in developing the most innovative cancer treatments, making a profound impact on the lives of children in BC and around the world - today and for generations to come.



THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Vancouver. 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, 2023.

Please feel free to reach out with any creative sponsorship ideas you have as well.

Shaun Cerisano

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