



# FESTIVAL *of* TREES

# SPONSORSHIP PROPOSAL 2023

PRESENTED BY **Scotiabank**®



# 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 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 OKANAGAN

**Sponsors Exclusive Celebration Party:** November 23, 2023 | Mission Hill Family Estate Winery

**Trees on Display:** November 25, 2023 to January 7, 2024 | Mission Hill Family Estate Winery

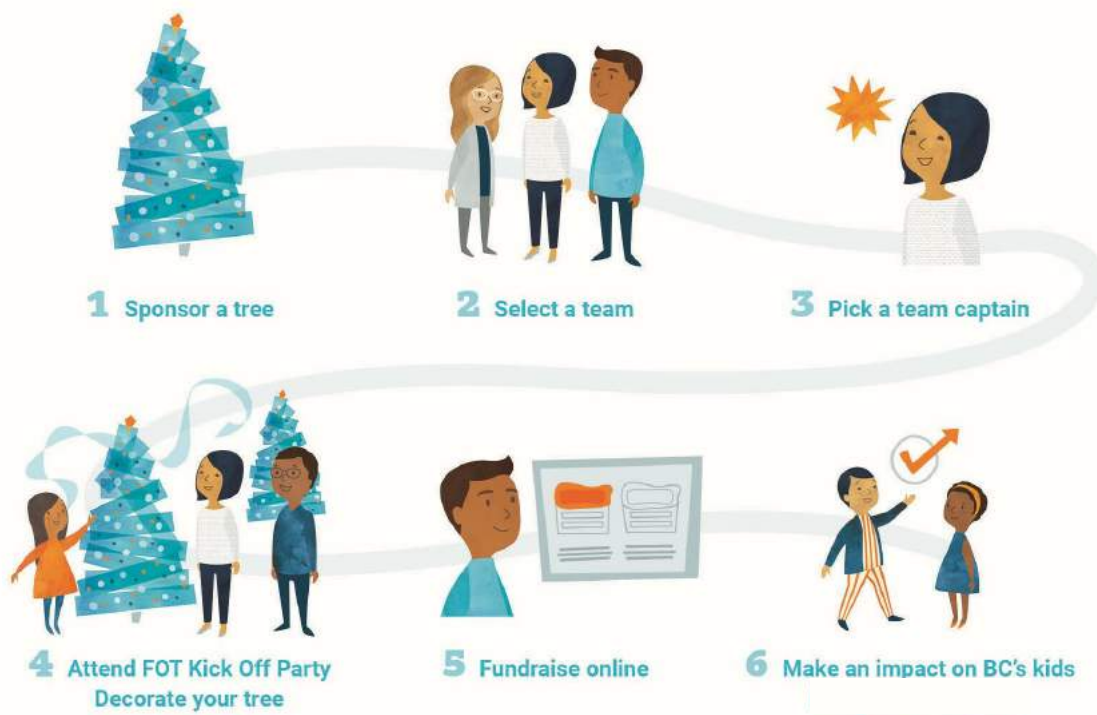
Festival of Trees is a local community event during the holiday season where local businesses, organizations and community members come together in support of BC Children's Hospital. Holiday trees are spruced up and on display at Mission Hill Family Estate Winery and Delta Grand Okanagan Resort for the 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 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 \$1,000	GOLD \$2,000	PLATINUM: \$3,000
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
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓	✓
Interactive online fundraising page to connect with your network	✓	✓	✓
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 mention - channel and format to be determined by BCCHF.			✓
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 Sponsors Exclusive Celebration Party on Nov 23rd	6	6	6

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 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, 2023.

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

**Alexa McDermott**

Mission Hill Family Estate Winery

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