



FESTIVAL of TREES

PRESENTED BY **Scotiabank®**

SPONSORSHIP PROPOSAL 2022



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.

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 VANCOUVER

Deck the Halls - Festival of Trees Preview: November 23, 2022 | Fairmont Hotel Vancouver

Trees on Display: November 23, 2022 to January 1st, 2023 | 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 Vancouver 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 this is Vancouver's most celebrated holiday tradition. 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:



ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

SPONSOR BENEFIT	SILVER \$3,000	GOLD \$4,500	PLATINUM: \$12,000
Festival of Trees: Size and Placement	7.5' tree in Lower Lobby, Mezzanine or Meeting levels	7.5' tree in Hotel's Main Lobby	15' tree in Centre of Lobby (only one available)
Festival of Trees Engagement Toolkit to help you engage with your customers, employees and suppliers	✓	✓	✓
Complimentary and interactive Festival of Trees online fundraising page.	✓	✓	✓
Unique text-to-vote number featured on signage at your tree	✓	✓	✓
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 media mentions and engagement on BCCHF's social media channels			✓
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
Entrance to our "Deck The Halls" Festival of Trees Kick-Off Event on the newly Renovated 15th Floor Roof	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

The Platinum Tree

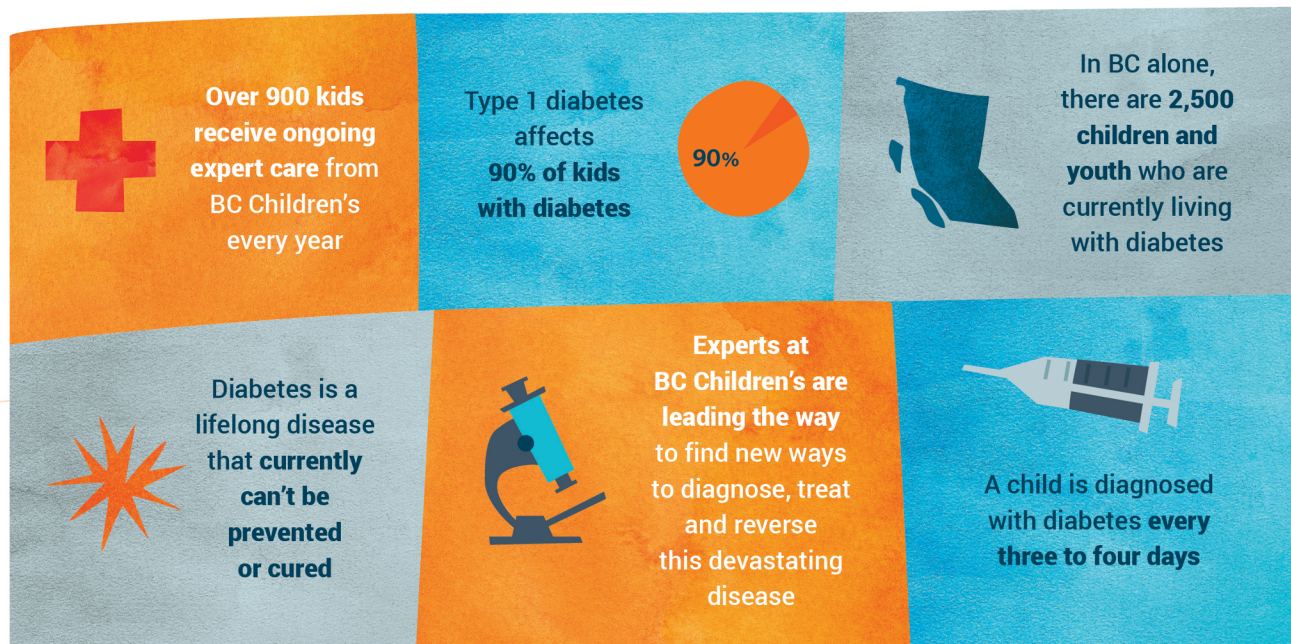
- ✓ Biggest tree in the Festival
(15 feet tall)
- ✓ Best location on the
property (centre lobby)
- ✓ Social media mentions on
both Hotel Vancouver and
BCCHF social media pages
- ✓ Featured logo on marketing
and promotional materials
such as: website,
e-newsletters, social media,
media partner website
- ✓ Complimentary dinner for
six at Royal Parlour
- ✓ ONLY ONE TREE AVAILABLE



Register online today at bcchf.ca/FOTVancouver

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.



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, 2022.

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

festivaloftrees@fairmont.com

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