

FESTIVAL
of **TREES**

**SPONSORSHIP
PROPOSAL**



GENEROUSLY HOSTED BY

BAY CENTRE

VICTORIA

2020 HAS BEEN RIDDLED WITH CRISIS AND UNCERTAINTY, BUT THAT WON'T STOP US FROM HELPING BC'S SICKEST KIDS.

The Festival of Trees Victoria has been a cherished community tradition for the last 28 consecutive years, and 2020 will be no different.

This year more than ever, the Festival of Trees will provide you an invaluable opportunity to connect with your customers, engage your employees and demonstrate your commitment to the only hospital in British Columbia devoted exclusively to the province's sickest and most injured children.

FESTIVAL OF TREES

November 19, 2020 to January 5, 2021

Festival of Trees will continue in the Bay Centre as usual this year for the full six week duration. Showcase your brand while letting the community know you stand behind the only children's hospital in the province. Should BC's Restart Plan fall back into Phase 1, we will immediately shift over to our robust virtual strategy.



~~DECK THE HALLS BALL~~

CANCELLED

Keeping the safety of our sponsors and our community in mind, we have decided to cancel our official kick-off night, affectionately named the Deck the Halls Ball.

DECORATING DAYS by brink events

With your safety in mind, we have once again partnered with Brink Events and have created "Decorating Days." Teams will be spread out between multiple days to decorate their tree and ensure we are adhering to all social and physical distancing guidelines.

We will be providing each decorating team with a *Festival of Trees Kit* consisting of snacks, ornament wires and other local goodies and offerings.

2020 FREQUENTLY ASKED QUESTIONS

Q: Do we still get a tree this year?

A: YES (pending BC's restart plan doesn't fall back into Phase 1)

Q: Can my employees decorate the tree?

A: YES, while the Deck the Halls Ball is cancelled, we will have spread out Decorating Days to ensure team building remains in place.

Q: Can I use the Festival of Trees to engage with my customers?

A: YES, in fact we will provide you extra tools and guidance this year to do just that.

Q: Can I activate Festival of Trees in my store or business?

A: YES, we are also designing in store collateral material to help with activation strategies.

Q: If we don't feel comfortable participating in a physical Festival of Trees campaign, is there a virtual campaign we can participate in?

A: YES, we will be launching a virtual only Festival of Trees campaign allowing you to post a picture of your tree to your FOT online page and fundraise that way.

Q: Will FOT be accepting cash donations for voting this year?

A: NO, for your safety and the safety of our community, we will not be accepting cash donations for voting on-site. Text to vote and online voting will be our focus this year.



ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

As sponsors you are the stars of the show, and we have created three sponsorship levels that offer your organization a chance to shine – Bronze, Silver and Gold

SPONSOR BENEFIT	BRONZE \$1,000	SILVER \$2,000	GOLD \$3,000
NEW Festival of Trees Engagement Toolkit to help you engage with your customers, employees and suppliers	✓	✓	✓
Complimentary participation in the 2020 Virtual Festival of Trees program	✓	✓	✓
Unique text-to-vote number featured on signage at 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 BCCHF's social media channels			✓
Tree take-down service	\$100	\$100	✓
On-site Tree Visibility	Great	Excellent	Premium
Your organization featured on the BCCHF Festival of Trees website	Name	Name	Logo
Thank you ad highlighting your support in the Times Colonist		Name	Logo
Your organization featured on Ocean 98.5's Festival of Trees web page		Name	Logo
Branded content article highlighting your support on Victoria Buzz		Name	Logo
Branded Content article highlighting your support on UsedVictoria.com		Name	Logo

Register online today at bcchf.ca/FOT



CAUSE MARKETING

Cause Marketing is defined as a type of Corporate Social Responsibility (CSR) in which a company's promotional campaign has the dual purpose of *increasing profitability* while bettering society.

Example: 5% of sales during the Festival of Trees goes straight to BC Children's Hospital

ALIGN YOUR BRAND WITH BCCHF & FOT



We understand that 2020 has been a difficult year for many. We understand it, because we feel it too.

That's why we're excited to work with you to implement a unique cause marketing program supporting your fundraising efforts aligned to Festival of Trees. 2020 has presented a unique opportunity to enable your customers to get active in support of BC Children's Hospital Foundation.



HOW IT WORKS

We will provide you a "How To Kit" which will help you get the most out of your cause marketing campaign.

We will even provide you with guidelines, tips, support and advice on how to utilize cause marketing during the Festival of Trees to engage with your customers and increase sales.

Register online today at bcchf.ca/FOT



LOCAL IMPACT

Each year, more than 3,300 kids from Vancouver Island visit BC Children's Hospital for specialized care they can't get anywhere else. **That's nine per day!**

COMMUNITY REVIEWS



"We have so much fun picking a tree theme, then as a team decorating our tree at the Deck the Halls Ball. It's a great way to deliver a fun team building opportunity for our staff while showing the community we support BC's kids. As the exclusive radio station of the Festival of Trees, we also work with BCCHF to promote the event within the community to ensure great sponsor recognition."

— Ella Travesy, Promotions Director, Ocean 98.5



"Having my niece treated at BC Children's, I know how much of an impact BCCHF has on local kids here in Victoria. That's why Victoria Buzz plays such a vital role in the Festival of Trees each year. Not only is this a great team building opportunity for our staff, we genuinely enjoy promoting the event to ensure that sponsors, and the event itself, receives proper recognition within the Victoria community"

— Mike Kelly, Founder and Director, Victoria Buzz



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 care they often can't receive anywhere else.

Last year, more than 93,000 patients visited the hospital, receiving care for everything from common orthopaedic injuries to the most complex cancer cases. But BC Children's is also so much more than a hospital. As one of the few pediatric medical and teaching facilities in North America with an acute care centre, research institute, mental health facility and soon, rehabilitation centre—all on a single campus—it's a place where care is constantly being reimagined.

Sponsorship Benefits

There are a host of benefits that come with sponsorship. By showing your customers what you stand for—the health and well-being of our province's kids—they're more likely to stand with you. In fact, research has shown that people are more likely to support businesses that are associated with a cause close to their hearts. Companies also see better employee engagement and morale when they're connected to a meaningful cause. And, when you join our quest to advance children's health, you're making a positive difference in the communities you serve.

Our Brand

Since 1982, BC Children's Hospital Foundation has been inspiring people and communities to join its quest and enhance children's health care. And over the years, we've built an incredibly strong brand by doing just that. In fact, it has one of the highest recognition rates in the province. Nearly all British Columbians (95%) have heard of BC Children's Hospital Foundation and half (51%) are able to correctly identify the Foundation's logo unaided.



THANK YOU FOR HELPING KIDS SHINE

We are so grateful for your continued support of BC Children's Hospital and Festival of Trees Victoria. Thanks to donors 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, 2020.

Please feel free to reach out to Shaun with any creative sponsorship ideas you have as well. We are all ears!

Shaun Cerisano

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