



FESTIVAL
of TREES

SPONSORSHIP
PROPOSAL

2017
1ST ANNUAL
KELOWNA



MISSION HILL
Family Estate

In support of





MISSION HILL

Family Estate

This year's Holiday season is quickly approaching and Mission Hill Family Estate is thrilled to be hosting the inaugural year of the Festival of Trees Kelowna. We are proud to support the BC Children's Hospital foundation and the Festival of Trees provides an invaluable opportunity to encourage community support and engagement, all for a worthy cause.

We are so fortunate to live and work and raise our families in one of the most beautiful parts of the world, British Columbia. Many of the families in our destination have had contact with the BC Children's Hospital and our inaugural year of the Festival of Trees will raise funds, directly supporting this cause. We believe this is a wonderful way to give back to our community and recognize how fortunate we are to have the team at BC Children's Hospital supporting our children.

We invite you to participate in the 2017 Festival of Trees campaign, in support of a worthy cause. Thank you for your time in reading our proposal and we appreciate your consideration of our 1st annual Festival of Trees event at Mission Hill Family Estate.

A handwritten signature in black ink that reads "Darryl Brooker". The signature is fluid and cursive, with a long, sweeping underline.

Darryl Brooker
General Manager
Mission Hill Family Estate



ABOUT BC CHILDREN'S HOSPITAL

As the province's only full-service hospital dedicated to serving the one million children in BC and the Yukon, BC Children's Hospital is accessible to the largest population of children and youth served by a single Canadian hospital. BC Children's Hospital provides services in areas such as neonatal intensive care, kidney and bone marrow transplants, open-heart surgery, neurosurgery and cancer treatment. It is a leading provider of diagnostic and laboratory services, and many complex tests, including universal newborn testing for potentially devastating diseases.

The Hospital shares its site with BC Women's Hospital & Health Centre and the Child & Family Research Institute. Sunny Hill Health Centre for Children, a part of BC Children's Hospital, is the leading provincial facility offering specialized services and care in pediatric development, research and education. More than 84,000 children visit the hospital annually, 67 per cent of whom live outside the City of Vancouver.

Sponsorship Advantages

Sponsorship provides an exciting opportunity for a corporate partner to show support of the sickest children in BC, while enhancing your company's visibility and brand awareness, linking your brand with the reputation and personality of BC Children's Hospital Foundation and providing interactive opportunities to connect with potential customers, intermediaries and industry leaders.

Branding

Since the establishment of our Foundation in 1982, hundreds of thousands of young lives have been transformed by our donors' generosity. Our brand has evolved to become a household name that is highly recognized.

According to Insights West (2016), BC Children's Hospital Foundation's brand enjoys one of the highest recognition rates in the province of BC. 95% of British Columbians are aware of BC Children's Hospital, and our Sunshine logo has a 51% recognition rate province-wide. BC Children's Hospital Foundation was found to have the highest overall brand reputation out of 400+ brands tested across BC.

FESTIVAL OF TREES KELOWNA

For the inaugural year of the Festival of Trees Kelowna, Mission Hill Family Estate is planning an exciting transformation of their Wine Boutique and Visitor Centre. Festival of Trees provides an invaluable opportunity to demonstrate community leadership, engage employees, creative flair and support for child health.

The Festival of Trees Kelowna will run for six weeks, from November 24 to January 5. You will receive exposure through print, TV and radio media. As a sponsor of the Festival, your tree will be seen by thousands of visitors to Mission Hill Family Estate.

All funds raised will go towards the Excellence in Child Health Fund. Your contribution will support the areas of greatest need at BC Children's Hospital, Sunny Hill Health Centre and the Research Institute including specialized research into childhood diseases, the purchase of and/or upgrading to state-of-the-art medical equipment, and education programs for caregivers and families.

Tree Decorating – November 23 & 24

November 23 8:30am – 10:30am

November 24 8:30am – 10:30am

Encourage employees to bring a tree décor theme to life! Whether its holiday or your brand—the options are endless!

Tree Lighting Ceremony – November 24

November 24 4:00pm - 8:00pm

Sponsors are invited to join us at the Mission Hill Family Estate for the Tree Lighting Ceremony to kick-off the six weeks of voting and garnering for support.



CORPORATE VISIBILITY

Sponsoring a tree is a fun and meaningful way to support BC Children's Hospital while providing your organization with the opportunity to engage with the community.

Here are some ideas on how you can make the most of your Festival of Trees sponsorship:

- Creativity is encouraged—bring your brand to life!
- Employee engagement— enhance team-building and take part in decorating your tree.
- Invite clients and business partners to the festival to vote for their favourite tree (yours, of course)



"BC Children's Hospital doesn't just look after kids like me but they care for my entire family. I will always be thankful to BC Children's Hospital for all that they have done to help me be healthy.

-Taylin, BCCH patient

TREE SPONSOR BENEFITS

As sponsors you are the stars of the show, and we have created two sponsorship levels that will offer your organization a chance to shine – Gold and Silver. Each will help BC's kids live healthier lives.

SPONSOR BENEFIT	SILVER \$1,000	GOLD \$2,000
An artificial pre-lit tree (approx 7')	✓	✓
Tree displayed in Mission Hill Family Estate for six weeks over the holiday season	Visitor Centre	Prominent Location Wine Boutique or Tasting Salon (first-come, first-serve)
Logo featured on signage next to your tree	✓	✓
Feature in the Festival of Trees online brochure	Logo	Logo
Tree take-down service: Our team will dismantle your tree for you on January 5/6, 2018	✓	✓

THANK YOU

Thank you for considering sponsoring Festival of Trees in Kelowna. We look forward to working with you in bringing top-notch experiences to event supporters as well as producing a return on investment to your organization.

For your organization to fully benefit from this partnership and opportunity, please confirm your commitment by November 17, 2017.

Please do not hesitate to contact us should you have any questions.

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