

In support of

BC   
Children's  
Hospital  
Foundation

# FESTIVAL *of* TREES

## SPONSORSHIP PROPOSAL



# Mid-Island

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

The Festival of Trees Mid-Island has been a cherished community tradition for the last two consecutive years, and 2020 gives us a new opportunity to present the festival in a whole new way to help BC's kids.

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 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.

## HOW IT WORKS

This year, your business becomes the star of the show. Decorate your tree, place it inside your business and let the magic of the festival fill your employees and your customers with holiday cheer.

We will give you an online fundraising page and a unique text to donate number where you can collect funds and votes. Win prizes and awards while showing the Mid-Island community you support the 3,300 kids from Vancouver Island who are treated at BC Children's Hospital every year.



# ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

As sponsors you are the stars of the show, here's how Festival of Trees Mid-Island can give your organization a chance to shine.

SPONSOR BENEFIT	\$300.00
<b>*NEW*</b> 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 for people to vote for your tree	✓
Meaningful employee engagement through team building and community care	✓
Association with <b>#1 highest recognized brand (BCCHF)</b> in BC—Based on a 2016 survey conducted by <i>Insights West</i>	✓
Social media mentions and engagement on the Festival of Trees Nanaimo Facebook Page	✓
Business locations participating in addition to primary location	\$150.00



**Register online today at [bcchf.ca/FOTmid-island](http://bcchf.ca/FOTmid-island)**

## 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" document which will help you get the most of 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/FOTmid-island](https://bcchf.ca/FOTmid-island)**

## 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!**

## WIN PRIZES



### **Prize for every team that raises over \$5,000**

A two hour professional photo shoot for you and your team with Micheal Weir of Husssel Media. The photo shoot will take place at a location of your choosing in Central Vancouver Island and photos can be used to showcase your team spirit for your own branding, website, and marketing.



### **GRAND PRIZE for Top Fundraising Team**

For the top fundraising team over \$5,000, an up-close, intimate and personal acoustic performance for an exclusive audience with **Canadian Music Association Award Winning Country Singer Aaron Pritchett**. An evening filled with story-telling of Aaron's career, his numerous hit songs and personal experiences. Maximum audience of 20 indoor or 30 outdoor in keeping with COVID regulations.

Register online today at [bcchf.ca/FOTmid-island](https://bcchf.ca/FOTmid-island)



## 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 96,000 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 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 Mid-Island. 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 our committee with any creative sponsorship ideas you have as well.

**Sarah Bramley**

BCCHF Community Ambassador -  
Mid-Island

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