

Festival of Trees

BAY CENTRE

In support of
**BC Children's
Hospital**
Foundation



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VICTORIA

Festival of Trees

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For over 30 years, the Festival of Trees has been a holiday family tradition bringing together our community with local businesses on Vancouver Island to celebrate our collective support of BC Children's Hospital by showcasing beautifully decorated trees for all to enjoy over the holidays.

New in 2024, the Bay Centre is pleased to announce that we will be overseeing the production of the Festival of Trees in support of BC Children's Hospital Foundation. As a signature kick off of the holiday season in Greater Victoria, the Bay Centre couldn't be more thrilled as we look ahead to grow this cherished annual tradition.

Covering one full city block in the heart of downtown, the Bay Centre has strong roots in the Victoria community and welcomes over 650,000 visitors to view the tree displays over the holiday season.

Since the Bay Centre started hosting the annual display in 2015, the Festival of Trees has generated over \$1.4 million, raising critical funds for the most urgent needs at BC Children's Hospital.

We look forward to carrying on the tradition, Downtown, at the Bay Centre in 2024!

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You're Invited to Join Us!

Join us as we celebrate the season's magic, and raise funds and awareness for BC Children's Hospital.

Festival of Trees Bay Centre, features up to 100 sponsored trees that will be spruced up and on display at the Bay Centre for the community to vote on and enjoy over the holiday season. The display runs November 15, 2024 to January 5, 2025.

	Gold	Silver	Bronze	Growth*
Your tree displayed at the Bay Centre for 7 weeks where it will be viewed by over 650,000 guests.	Premium Spot**	Level 2/3	Level 3	Lower Level/ Level 4
Logo featured on signage next to your tree.	Yes	Yes	Yes	Yes
Your organization featured on festival sponsorship signage.	Prominent Logo	Logo	Name	Name
Your organization featured on the digital Visitor's Guide Map.	Name & Logo	Logo	Name	Name
Unique QR code featured on signage directed to your fundraising page.	Yes	Yes	Yes	Yes
Your organization featured on the Festival of Trees webpage.	Prominent Logo	Logo	Name	Name
Inclusion in Victoria News Thank you print ad.	Prominent Logo	Logo	Name	Name
Extra entries to win Festival of Trees Holiday in Victoria prize package.	10	6	4	2
Inclusion in the Bay Centre and Festival of Trees newsletter.	Exclusive Mention & Logo	Logo	Name	
Mention on Festival of Trees social media channels.	3	2	1	
Opportunity for exclusive on-site activation at the Bay Centre.**	Yes			
Total Sponsorship Cost	\$3,000	\$2,000	\$1,000	\$750

*Limited quantities.

** Some restrictions apply.

What's New This Year



Tree Decorating

We've heard your feedback and we are pleased to offer flexible hours to decorate your tree. Available November 13th or 14th, between 8:00 am and 10:00 am or between 6:30 pm and 9:30 pm.

Flexible Decorating Hours!

Charity Tree Partnerships

Needing assistance in decorating your tree? We are pleased to bring back the opportunity to partner with a not-for-profit organization or community group to decorate your tree. Please reach out to chat further about this opportunity.

Expanded Opportunities for Involvement

We are excited to offer expanded tree sponsorship levels for the Festival of Trees this year, allowing local businesses more ways to get involved, showcase their brand to the community, and support BC Children's Hospital Foundation.

Prizing for Top Tree Fundraiser

This year we've made it simple! At the end of the event, the tree sponsor who raises the most money for BC Children's Hospital Foundation on their fundraising page wins. You'll receive the coveted Festival of Trees trophy plus some fabulous prizing. There will be prizes for the top three fundraisers. So make sure to tell your friends and family to donate to your tree!

Additional Items

We are still working on some exciting new changes for Festival of Trees 2024. While you are planning your tree decor, know that our team is busy building your Festival of Trees experience. We guarantee there is more to come!

Important Dates

October 28th

Tree Sponsor Registration Deadline

November 13th & 14th

Tree Decorating

We want you to have as little or as much time you need to decorate your tree. Teams are invited to decorate their trees on November 13th or 14th, between 8:00 am and 10:00 am or between 6:30 pm and 9:30 pm.

November 15th

Festival of Trees campaign opens for public viewing during shopping centre hours. Visit thebaycentre.ca for holiday hours. Note: Festival of Trees is not open for viewing on Christmas Day or New Year's Day.

January 5th

Voting deadline and last day for public viewing of the Festival of Trees.

January 6th & 7th

Tree Take Down

Trees will be shining brightly until Sunday, January 5th. You are welcome to take-down your decorations on January 6th or 7th, between 8:00 am and 10:00 am or between 6:30 pm and 9:30 pm.

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Frequently Asked Questions

How should I decorate my tree?

Here are a couple of items to keep in mind when planning your tree decor.

Creativity is encouraged.

Use your tree to raise awareness for your organization.

Most importantly have fun with it and just remember, guests to Festival of Trees have the opportunity to vote by donation directly to your tree if they like yours the best! Voting funds will go towards your total funds raised with prizing for the top tree fundraiser.

Can I bring my own tree to decorate?

Absolutely! While each sponsor is provided a pre-lit tree to decorate, you are welcome to bring your own tree. Please just make sure to let us know in advance. Height and width cannot exceed 6' tall by 3' wide. Please give us a call to chat about this further.

Can my employees decorate my tree?

Yes! In fact we encourage it. Festival of Trees is a great team building opportunity.



Registration Form

.....
ORGANIZATION/TEAM NAME

.....
BILLING CONTACT NAME

.....
EMAIL

.....
DECORATING TEAM LEADER

.....
EMAIL

.....
PHONE

.....
ADDRESS

.....
CITY

.....
PROVINCE

.....
POSTAL CODE

.....
FACEBOOK

.....
INSTAGRAM

.....
TIKTOK

.....
LINKEDIN

Please select one of the following sponsorship packages:

Gold \$3,000 Silver \$2,000 Bronze \$1,000

Growth \$750

*Once your registration is received, we will contact you to help select your tree location.

A 6' tree with white LED lights will be provided. Please contact Carly Russell-Huntley if you would like to bring your own.

Do you wish to have your tree decorated by a charitable organization? Yes No

If yes, please share the name of the organization that will be decorating your tree for you:

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FESTIVAL OF TREE BAY CENTRE

Submit completed form to: festivaloftrees@jll.com

Want to chat more about Festival of Trees sponsorship opportunities? Call 250 952-5680.