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ABOUT BC CHILDREN'S HOSPITAL

As one of the world's top pediatric hospitals, BC Children's is leading the way in shaping the future of care. Experts are making bold advancements in personalized medicine that target the root cause of a child's illness. They are determined to put an end to chronic conditions like diabetes and asthma that rob kids of the joys of childhood. They are changing the odds for the most aggressive cancers—and ensuring children and teens receive timely access to mental health care.

By participating in Festival of Trees, you're bringing us closer to achieving our most ambitious goals for children's health. Your contribution will fast-track breakthrough research, equip the hospital with advanced technologies and ensure kids receive care tailored to their unique needs.

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**

FESTIVAL OF TREES SOOKE

Festival of Trees Decorating Night: Monday, November 25 | SEAPARC Recreation Centre, Sooke

Santa's Gift Shop: Tuesday, November 26 | SEAPARC Recreation Centre, Sooke

Trees on Display: November 26 to December 26 | SEAPARC Recreation Centre, Sooke

Festival of Trees is a local community event during the holiday season where local businesses and organizations along with members of the Sooke community come together in support of BC Children's Hospital. Holiday trees are spruced up and on display at SEAPARC Recreation Centre in Sooke, for the community to vote on and enjoy.

CONNECTING LOCAL BUSINESSES & ORGANIZATIONS TO BC CHILDREN'S HOSPITAL

Festival of Trees has been a cherished community tradition in BC 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 how important the Festival is to BC's kids. And we understand how important the brand awareness opportunities and team building experiences are to participating businesses and organizations.

Participating in Festival of Trees is as easy as following these steps:



FESTIVAL OF TREES SOOKE

EVENT HIGHLIGHTS

- Provides a fun team building opportunity
- Welcomes thousands of families to SEAPARC Recreation Centre each year
- Best way to kick-off the Holiday season in our community
- Friendly competition to name Sooke's favourite tree
- Supports the sickest kids in the province

SPONSOR BENEFITS

Sponsors are the stars of the show and the event is designed to allow your organization to shine through opportunities such as:

- Tree displayed at SEAPARC Recreation Centre throughout December, where it will be viewed by thousands of local families
- Your logo featured on signage next to your tree
- Featured on the BC Children's Hospital Foundation Festival of Trees website

**Sponsor a tree
for just \$350!**



FESTIVAL OF TREES SOOKE

Santa's Gift Shop November 26 6-8pm

Calling all kids!
**Shop for your moms, dads, family and
siblings for Christmas.**
We'll wrap it for you too!

*All gifts by donation to the
BC Children's Hospital.*



FESTIVAL
of TREES





THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Sooke. 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, 2024.

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

Darcy Smith

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