



FESTIVAL *of* TREES

SPONSORSHIP PROPOSAL 2024



MISSION HILL

FAMILY ESTATE



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 OKANAGAN

Sponsors Exclusive Celebration Party: November 21, 2024 | Mission Hill Family Estate Winery

Light up Event: November 22, 2024 | Mission Hill Family Estate Winery

Trees on Display: November 23, 2024 to January 5, 2025 | Mission Hill Family Estate Winery

Festival of Trees is a local community event during the holiday season where local businesses, organizations and community members come together in support of BC Children's Hospital. Holiday trees are spruced up and on display at Mission Hill Family Estate Winery and Delta Grand Okanagan Resort for the community to vote on and enjoy.

CONNECTING OKANAGAN 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:



ENGAGE YOUR NETWORK AND HIGHLIGHT YOUR BRAND

SPONSOR BENEFIT	SILVER \$1,000	GOLD \$2,000	PLATINUM: \$3,000
Number of trees available	15	8	3
Festival of Trees Size and Indoor Placement	7.5 feet Great location	9 feet Great location	12 feet Premium location
Association with <i>one of the most recognized brands in all of British Columbia</i>	✓	✓	✓
Interactive online fundraising page to connect with your network	✓	✓	✓
Complimentary behind-the-scenes tour of our barrel cellar and seated tasting experience for you and up to 5 guests	✓	✓	✓
Complimentary Private Dining at the Estate experiences for you and up to 5 guests.			✓
Social mention - channel and format to be determined by BCCHF.			✓
Featured in Mission Hill Family Estate Instagram: x1 Grid Post + x3 Stories (+30,000 followers).			✓
Chance to win a sponsors-only Mission Hill Holiday Gift Basket for your company	✓	✓	✓
Your organization featured on the BCCHF Festival of Trees website	Name	Name	Logo
Invitation to Festival of Trees Sponsors Exclusive Celebration Party on Nov 21st	6 people	6 people	6 people

Register online today by clicking [HERE](#)



THANK YOU FOR HELPING KIDS SHINE

We are grateful for your continued support of BC Children's Hospital and Festival of Trees Okanagan. 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 8, 2024.

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

Catherine Fratric

Mission Hill Family Estate Winery

e cfratric@iconicwineries.com