NORTHERN LIGHTS Health Foundation

THE NORTHERN LIGHTS HEALTH FOUNDATION'S
FESTIVAL OF TREES
PRESENTED BY Syncrude

2021 Festival of Trees

Sponsorship Guide

Season's Greetings!

We are happy to announce that **Festival of Trees presented by Syncrude** is returning for the 32nd year! Festival of Trees will be completely online this year with event elements running from **Friday November 19th – to Sunday 21st.**

We know that you miss the live signature events - Ugly Christmas Sweater Party, Festival Gala and Tree Auction, and the Daddy Daughter Sugar Plum Fairy Ball. We know you want to see local choirs and dancers and hear the hand bells ring and bring the kids to whisper their dreams in Santa's ear. Above all, you want a special place and time to make memories with your family, friends, coworkers, and peers and to feel the joy of the season.

But this is not the year to open Festival and return to our carefree pre-pandemic event. Being mindful of the health restrictions around gatherings and social contact, the 2021 Festival of Trees will build upon the success of last year's event – however will be entirely online with no venue. We have critical health programs, facility renewal, and technology advancements to fund for this region and we cannot make an impact without the involvement of the whole community.

We are counting on sponsors and donors to make this year's Festival of Trees extraordinary. Your commitment will be recognized through weeks of event marketing and social media advertising.

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We are in a fourth wave of a global pandemic which makes us grateful for what truly matters; our health and wellbeing and our connections to others. At Festival we create a setting for families and friends to make memories where they know they are supporting their community. This year the setting is online but the reason remains the same.

Please help us make the 32nd annual Festival of Trees special again this year."

Nelson Barbosa, ***Chair***
Northern Lights Health Foundation Board of Directors

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Since 1989, the Festival of Trees has raised $8.8 million dollars (net) to fund health care innovation in Wood Buffalo. Together we have given health care professionals the tools and spaces they need to provide the care we need. Supporting this beautiful seasonal event demonstrates your commitment to a healthy region and offers weeks of corporate exposure through event marketing, advertising, and community engagement.

How can YOU become involved?

- Become a monetary **Sponsor or Charitable Donor**
- **Challenge a peer business** to match your sponsorship or donation
- **Submit a decorated Christmas tree** (There is no cost to donate a Christmas tree to be displayed online throughout the Festival weekend)
- **Donate an item** for the silent auction (Items displayed online throughout the Festival weekend!)

We are looking forward to showcasing your financial and in-kind contributions to the 2021 Festival of Trees!

Thank you,

NORTHERN LIGHTS Health Foundation

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SUNCOR

Festival Christmas Tree Program

presented by Suncor:

The tree program is the central element of Festival of Trees and, as we have seen in the past, tree decorators are endlessly creative and each year offers unique trees for purchase. The Festival Tree Auction will be entirely online through our silent auction platform. Trees can be submitted by community groups, businesses, individuals, schools, service organizations, and friends and families. Trees at all values will be gratefully accepted and are expected to bring a great deal of bidding action throughout the Festival weekend.

All trees must be registered with the Health Foundation by Oct. 22nd, 2021 to be included and trees must be setup for filming by November 16th. Please call Lorna at 780-370-5708 for further details.

Our team has been working diligently and carefully to craft a weekend that allows everyone to enjoy the season without gathering. This allows us to prioritize the health and safety of all community members, especially the vulnerable communities we serve. It also allows us to focus on the reason we host fundraising events – to support health care initiatives in our region.

Winter Wonderland Silent Auction

presented by Canadian Natural:

Silent auction and raffle items are a valuable part of the Festival and generate much enjoyment for our guests. Your contributions of gift-in-kind items are a great way to engage with our community and support the Foundation. The Winter Wonderland Silent Auction presented by Canadian Natural will showcase Christmas and seasonal items through an online platform. All bidding will also be online through the platform.

Gift-in-Kind items of Christmas memorabilia, home décor, and home maintenance tools make great silent auction items. Also, submissions of packages for local services, dining options, health and fitness, apparel, travel, experiences and jewelry are welcome.

Festival Stocking Stuffer 50/50 Raffle

presented by CNOOC:

Everyone is a winner when they buy a ticket on the Festival Stocking Stuffer Raffle! Offered throughout the three days of Festival the pot will grow and grow! Ticket sales start at 9:00 a.m. on Friday November 19th and the winning ticket will be drawn electronically at 9:00 p.m. on Sunday November 21st.

There is no maximum prize but someone is going to win big and stuff the stockings of everyone they know!

Giant Toy Box Raffle

presented by APE Maintenance:

Returning for the 3rd year – it's the Giant Toy Box Raffle presented by APE Maintenance! This 4x4 acrylic box is stuffed with gifts for girls and boys of all ages! Ticket sales will be online with the winning ticket drawn on Sunday November 21st.

Monetary Sponsorship Opportunities

We welcome sponsorships at all levels and will work with you to ensure your company is well represented.

Your continued support is vital to our cause!

Thank you to our confirmed sponsors.

Additional sponsorships are still available.

Presenting Sponsor		Syncrude
Titanium Sponsor (Sponsorship Available)	$50,000	One (1) Sponsorship Available
Platinum Sponsor (Sponsorship Available)	$25,000	FORT McMURRAY INTERNATIONAL AIRPORT (GIK)
Santa's Elves (Sponsorship Available)	$25,000	ATB
Diamond Sponsor (Sponsorship Available)	$20,000	ENBRIDGE Fueling Futures; PRESTIGE JEWELLERS (GIK)
Ruby Sponsor (Sponsorship Available)	$15,000	Canadian Natural; SUNCOR
Sapphire Sponsor (Sponsorship Available)	$10,000	APE MAINTENANCE; CNOOC; CEDA; Manitoulin GROUP OF COMPANIES (GIK); stuartolson; TUCCARO
Emerald Sponsor (Sponsorship Available)	$7,500	CANADIAN TIRE; Gregg GREGG DISTRIBUTORS LTD.; STONY VALLEY CONTRACTING
Gold Sponsor (Sponsorship Available)	$5,000	cenovus ENERGY; GARDAWORLD (GIK); hedco GROUP INC; interpipeline
Silver Sponsor (Sponsorship Available)	$3,500	GREENLIGHT CREATIVE (GIK); KMC MINING
Star Sponsor (Sponsorship Available)	$2,500	ATCO; ConocoPhillips Canada; SMS EQUIPMENT; TRIDON (GIK); nextraction media inc. (GIK)

Sponsorship Recognition

(includes in kind sponsorship)

	Platinum Sponsor $25,000+	Diamond Sponsor $20,000	Ruby Sponsor $15,000	Sapphire Sponsor $10,000	Emerald Sponsor $7,500	Gold Sponsor $5,000	Silver Sponsor $3,500	Star Sponsor $2,500
Logo on Poster and Print Materials	●	●	●	●	●	●	●	
Event Signage – Electronic scrolling presentation (throughout event) on local multimedia screens	●	●	●	●	●	●	●	●
Company logo displayed on NLHF Festival of Trees website	●	●	●	●	●	●	●	●
Social Media Recognition (Facebook, Linked In & Twitter)	●	●	●	●	●	●	●	●
Recognition through Ready Set Auction	●	●	●	●				
Mentions in Radio Advertisements	●	●	●	●				
Leaders video or radio announcement or presentation	●	●	●	●				
Volunteer opportunity for employees	●	●	●	●	●	●	●	●

Charitable and Sponsorship Receipt : A portion of your contribution may be eligible for a Charitable Receipt for Income Tax

Sponsorship Agreement

❍ *YES, WE WOULD LIKE TO SPONSOR FESTIVAL OF TREES 2021*

I commit to sponsoring at the level for $

SPONSORSHIP OPPORTUNITIES AVAILABLE:

- ◉ Platinum Sponsor $25,000
- ◉ Diamond Sponsor $20,000
- ◉ Ruby Sponsor $15,000
- ◉ Sapphire Sponsor $10,000
- ◉ Emerald Sponsor $7,500
- ◉ Gold Sponsor $5,000
- ◉ Silver Sponsor $3,500
- ◉ Star Sponsor $2,500

Please note – sponsorship payment can be made by credit card over the phone or by direct deposit or via cheque to the Health Foundation office **Payment deadline is November 5, 2021**

Company Name (As you would like to be recognized)

Contact Name and Title

Telephone Number **Email Address**

Address **City**

Province **Postal Code**

By signing, I agree to sponsor Festival of Trees 2021 as indicated above:

Signature **Date**

Payment Options

❍ **Cheque*** ❍ **Please Invoice** ❍ **Credit Card**

Select Credit Card Type:

❍ **Visa** ❍ **MasterCard** ❍ **American Express**

Name on the card

Card Number

Expiry Date **CVV**

***If paying by cheque, please make payable and mail to: Northern Light Health Foundations, 7 Hospital St. Fort McMurray, AB T9H 1P2**