



# 2023 Sponsorship Guide

November 17–19, 2023

Suncor Community Leisure Centre at MacDonald Island Park



# Message from the Health Foundation

Dear Friends,

The joy of the festival season will soon be upon us, and we can't wait to share the season with you. The annual 3-day multi-event fundraising festival offers something for everyone and that means there is an opportunity for everyone to be involved! Join in the fun as a sponsor, a tree designer and contributor, a silent auction donor, a volunteer, or as a guest.

Together we will set the stage for the best and brightest seasonal fundraiser ever – featuring Santa and Mrs. Claus, Buddy the Elf, the Teddy Bear Hospital, the famous Ugly Christmas Sweater Party, the most exciting tree auction and Festival Gala you could ever imagine, community concerts and dancers, the Sugar Plum Fairy Ball, and so much more. Let's work together to bring MAGIC to Festival of Trees.



**Vanessa MacNevin**  
Executive Director

Northern Lights Health Foundation

There are many ways to be involved:

- Sponsor Festival of Trees
- Submit a Decorated Tree for Auction
- Donate Goods for Auction and Services to support Event Logistics
- Volunteer

Please take time to review this guide and see where your sponsorship aligns to significant recognition and event tickets. There is no time like the present to share a Christmas gift to your community.



# Schedule of events

## Friday, November 17

### • Ugly Christmas Sweater Party

Presented by CEDA

8 p.m. – 1 a.m.

featuring Mychela and

Uptown Entertainment

(ticketed event)



## Saturday, November 18

### • Santa's Workshop

Presented by Bouchier

10 a.m. – 4 p.m.

(passports for purchase at venue)



### • Winter Wonderland Tree Viewing & Silent Auction

Presented by Canadian Natural

10 a.m. – 2 p.m.

(entry by donation)



### • Community Concerts - Celebration of the Season in Music and Dance

Presented by Inter Pipeline

10 a.m. – 2 p.m.

(included with entry donation)



### • Festival of Trees Gala

Presented by Syncrude

Operated by Suncor

6 p.m. – 1 a.m.

featuring Auctioneer Danny Hooper

and performers Uptown Entertainment

(ticketed event)



## Sunday, November 19

### • Santa's Workshop

Presented by Bouchier

10 a.m. – 4 p.m.

(passports for purchase at venue)



### • Winter Wonderland Tree Viewing & Silent Auction

Presented by Canadian Natural

10 a.m. – 2 p.m.

(Entry by donation)



### • Christmas Family Fun With Santa

Presented by Pembina

10 a.m. – 2:30 p.m.

(entry by donation)



### • Community Concerts - Celebration of the Season in Music and Dance

Presented by Inter Pipeline

10 a.m. – 2 p.m.

(included with entry donation)



### • Daddy Daughter Sugar Plum Fairy Ball

Presented by APE Maintenance

4:30 – 7 p.m.

(ticketed event)



# *Sponsorship* opportunities

Sponsors bring the magic of Christmas to the community through financial, gift-in-kind, or decorated tree commitments. Your sponsorship will be recognized through weeks of event marketing and social media advertising and event tickets. Sponsors will be further recognized at the venue through logo placement on your area of support and through presentations on TV and projection screens. Your support is vital to ensuring all the elements are in place for a three-day extravaganza of family and adult seasonal enjoyment. We are looking forward to showcasing your financial and in-kind contributions to the 2023 Festival of Trees – join us as a sponsor now!

*Presenting*  
SPONSOR

**Syncrude**  
Operated by Suncor



This year marks the 21st Anniversary of Syncrude's support to the Festival of Trees as the Presenting Sponsor. Please join Syncrude in bringing the activities and delights of the season to our community for this holiday season together.





# Monetary

## SPONSORSHIP OPPORTUNITIES

### Titanium Entertainment Sponsor:

One of the very special hallmarks of Festival of Trees is non-stop entertainment featuring local and world-renowned artists. Please join us in thanking Fort McKay First Nation, Birch Mountain Enterprises LP, and the Fort McKay Group of Companies for their Titanium Sponsorship of the 3-days of entertainment for the 2023 Festival of Trees. Enjoy Mychela and Uptown Entertainment at the Ugly Christmas Sweater Party, Danny Hooper and Uptown Entertainment at the Festival Gala and Tree Auction, DJ's at all events, and local choirs and musicians throughout the weekend.

### SPONSORED BY:



**FORT MCKAY**  
FIRST NATION



**Birch Mountain Enterprises LP**  
Proud Member of Fort McKay Group of Companies



## Monetary

### SPONSORSHIP OPPORTUNITIES

#### Platinum Sponsor: \$25,000



Festival of Trees is a significant feat of production and décor. Your Platinum level sponsorship ensures the highest degree of production design and visual dynamics for the perfect atmosphere of sound, lighting, and décor. Platinum sponsors also create a welcoming seasonal setting through hospitality and volunteer services.

- Platinum AV & Production (Available)
- Platinum Lighting & Décor (Available)
- Platinum Santa's Elves Volunteer 

#### Diamond Sponsor: \$20,000

Held over two fieldhouses in the Suncor Leisure Centre, the Festival of Trees offers two unique and seasonal settings for all ages. Winter Wonderland is the home of the beautifully decorated trees, silent auction, and signature events. Here you will enjoy the Ugly Christmas Sweater Party, the Festival Gala and Live Auction, the Daddy Daughter Ball, Storytime with Santa, and community concerts.

Santa's Workshop is right next-door featuring Christmas crafts, the Teddy Bear Hospital, the Heritage Village Gift Shop, the Giant Toy Box Raffle, and photos with Santa.

- Diamond Winter Wonderland 
- Diamond Santa's Workshop 





# Monetary

## SPONSORSHIP OPPORTUNITIES

### Ruby Sponsor: \$15,000

- Festival Tree & Live Auction Program (Suncor)
- Christmas Family Fun with Santa (Pembina Pipeline)
- Teddy Bear Hospital (Bouchier)
- Ugly Christmas Sweater Party (CEDA)
- Festival Prep Centre (GIK Fort McMurray International Airport)

### Sapphire Sponsor: \$10,000

- Daddy Daughter Sugar Plum Fairy Ball (APE Maintenance)
- Stocking Stuffer 50/50 Raffle (CNOOC International)
- Community Concerts & Performances (Inter Pipeline)
- Tree of Hope (Enbridge)
- Photos with Santa (Cenovus Energy)
- Festival Gala and Tree Auction Stage (Tuccaro Group)
- Festival Gala Chef Stations (Inter Pipeline)
- Festival Gala Chef Stations (Available)

### Emerald Sponsor: \$7,500

- Festival Gala Welcome Cocktails (Stony Valley Contracting)
- Festival Gala Hors d'oeuvres (Phoenix Heliflight)
- Festival Gala Bars (Available)
- Festival Gala Bars (Available)
- Ugly Christmas Sweater Party Bars (Available)
- Ugly Christmas Sweater Party Stage (Kristy Stonehouse with Coldwell Banker Fort McMurray)
- Weekend Long Silent Auction Vignettes (Gregg Distributors, Hammerstone Infrastructure, NOHA Group)





# Monetary

## SPONSORSHIP OPPORTUNITIES

### Gold Sponsor: \$5,000

- Festival Gala Centerpieces (Rivers Casino & Entertainment)
- Ugly Christmas Sweater Party Photo Booth (Available)
- Festival of Trees Gala Photo Booth (ConocoPhillips)
- Daddy Daughter Sugar Plum Fairy Ball Photo Booth (Available)
- Daddy Daughter Sugar Plum Fairy Ball Crafts (2 available)
- Daddy Daughter Sugar Plum Fairy Ball Buffet (Available)

### Silver Sponsor: \$5,000

- Santa's Workshop Kids Crafts (4 Available)
- Santa's Workshop Stockings & Hats Decorating (4 Available)
- Thank you SMS Equipment

### Star Sponsor: \$2,500

- Christmas Family Stocking Raffle (3 Opportunities)
- Christmas 'His' Stocking Raffle (3 Opportunities)
- Christmas 'Her' Stocking Raffle (3 Opportunities)

# Gift-In-Kind

## SPONSORSHIP OPPORTUNITIES

Gift-in-Kind sponsorship is vital to the success of Festival of Trees. GIK Sponsors receive the same recognition package as monetary sponsors while ensuring that important décor, auction, logistical, and core elements are provided at no cost to the Foundation.

The Health Foundation is seeking goods and services to support our Festival of Trees fundraising efforts. Items and services needed are:



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 auction purchase. 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 at the Festival Gala. Tree value will be capped at \$20,000 for GIK Sponsorship Recognition purposes and proof of value must be submitted.

All trees must be registered with the Health Foundation by October 13, 2023, and trees must be setup at the venue on November 15 and 16.

**Tree limit is 35 trees and tree spaces are going quickly. Please call Lorna at 780-370-5708 for further details and to arrange your submission.**



Silent auction and raffle items are a valuable part of the Festival and generate much enjoyment for all guests. Your contributions of gift-in-kind items are a great way to engage with the community and support the Foundation. Gift-in-Kind items of Christmas décor, sports memorabilia, home décor, and home maintenance tools make great silent auction items. Also, submissions of travel packages, vouchers for local services, dining options, health and fitness, apparel, family experiences and sport tickets are welcome additions to the auction and raffle packages.

### • Volunteer meals and beverages

Help keep our volunteers fueled and energized by providing meals, snacks, hot and cold beverages, or food gift certificates.

### • Technical services and logistic services

Festival has a lot of moving parts – and a lot of parts that need moving! You can help by donating expertise and services aligned to our specific needs.

\*Donated goods and services will be accepted, valued, and used at the discretion of the NLHF

\*Value of goods and services must be confirmed by November 3 to receive recognition.





# Sponsorship

## RECOGNITION

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!**

	Titanium Sponsor \$50,000	Topaz Sponsor \$30,000	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
Ugly Christmas Sweater Party Tickets	12	14	12	10	10	8	6	4	4	2
Festival of Trees Gala Tickets	24	18	12	12	8	6	4	4	2	2
Daddy Daughter Sugar Plum Fairy Ball Tickets	6	6	4	4	2	2	2			
Stage Presence at Gala (video or in-person)	●	●	●	●						
VIP Company Photo opportunity (at event of your choice)	●	●	●	●	●					
Special mention in Annual Donor Impact Report	●	●	●	●	●					
Guest Greetings at Specified Event	●	●	●	●	●	●				
Company logo displayed in applicable event area	●	●	●	●	●	●	●	●	●	●
Company logo displayed on weekend logo slideshow	●	●	●	●	●	●	●	●	●	●
Company logo displayed on NLHF website	●	●	●	●	●	●	●	●	●	●
Company logo displayed on Festival event website	●	●	●	●	●	●	●	●	●	
Social Media recognition (Facebook, Twitter, Linked In)	●	●	●	●	●	●	●	●	●	●
First right of refusal for 2024 Festival of Trees	●	●	●	●	●	●	●			
Volunteer opportunities for employees	●	●	●	●	●	●	●	●	●	●



# Sponsorship Agreement

*YES, WE WOULD LIKE TO SPONSOR FESTIVAL OF TREES 2023*



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I commit to sponsoring at the level for \_\_\_\_\_ \$

Topaz Sponsor \$30,000	Ruby Sponsor \$15,000	Gold Sponsor \$5,000
Platinum Sponsor \$25,000	Sapphire Sponsor \$10,000	Silver Sponsor \$3,500
Diamond Sponsor \$20,000	Emerald Sponsor \$7,500	Star Sponsor \$2,500

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Or, I commit to contributing GIK (tree, item or service) \_\_\_\_\_ \$

- Sponsorship deadline for inclusion in recognition program is **October 27, 2023**
- 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 3, 2023**

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Company Name (As you would like to be recognized) \_\_\_\_\_

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Contact Name and Title \_\_\_\_\_

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Telephone Number \_\_\_\_\_ Email Address \_\_\_\_\_

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Address \_\_\_\_\_ City \_\_\_\_\_

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Province \_\_\_\_\_ Postal Code \_\_\_\_\_

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By signing, I agree to sponsor Festival of Trees 2023 as indicated above:

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Signature \_\_\_\_\_ Date \_\_\_\_\_

Return to:  
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