



# 2024 Sponsorship Guide

**November 15–17, 2024**

Suncor Community Leisure Centre at MacDonald Island Park



Northern Lights Health Foundation  
7 Hospital Street, Fort McMurray, AB T9H 1P2  
Office: 780-791-6041  
Charitable Registration Number: BN 107395030 RR0001  
Incorporated in Alberta March 1985



# Message

from the Health Foundation

Dear Friends,

The festive season will soon be upon us, and with it comes the much-anticipated annual 3-day, multi-event Festival of Trees, a beloved tradition in our community. The Festival of Trees is a time when our community comes together to celebrate the holiday spirit and raise funds to support crucial healthcare initiatives in our region.

Join us in making this year's Festival of Trees the most magical celebration yet! With special appearances by Santa and Mrs. Claus, the delightful antics of Buddy the Elf, the heartwarming Teddy Bear Hospital, Santa's Workshop, and the ever-popular Ugly Christmas Sweater Party, we have an array of festivities for everyone. In addition, we offer our thrilling tree auction at the elegant Festival of Trees Gala, vibrant community concerts, Christmas Family Fun with Santa, the magical Daddy Daughter Sugar Plum Fairy Ball, and our exciting new event – the Super Mom Hero Son Ball.

I encourage you to explore our sponsorship guide this year. Consider becoming a sponsor, showcasing your creativity by submitting a decorated tree for our auction, contributing an in-kind donation to our silent auction, or providing a service to enrich our festival weekend.

Together, let's create lasting memories and spread joy this season, all in support of a great cause.



**Vanessa MacNevin**  
*Executive Director*

Northern Lights Health Foundation









# Schedule of Events

## Friday, November 15

**Winter Wonderland Tree Viewing & Silent Auction** Presented by CNRL  
2 p.m. – 5 p.m.

**Ugly Christmas Sweater Party**  
8 p.m. – 1 a.m.  
Presented by CEDA  
(ticketed event)

## Saturday, November 16

**Santa's Workshop**  
10 a.m. – 5 p.m.  
(passports for purchase at venue)

**Teddy Bear Hospital**  
Presented by Inter Pipeline  
10 a.m. – 5 p.m.

**Winter Wonderland Tree Viewing & Silent Auction** Presented by CNRL  
9 a.m. – 3 p.m.  
(entry by donation)

**Community Concerts - Celebration of the Season in Music and Dance**  
9 a.m. – 3 p.m.  
(included with entry donation)

**Festival of Trees Gala**  
Presented by Suncor  
7 p.m. – 1 a.m.

## Sunday, November 17

**Santa's Workshop**  
10 a.m. – 5 p.m.

**Photos with Santa**  
Starts at 12:30 p.m.  
(passports for purchase at venue)

**Teddy Bear Hospital**  
Presented by Inter Pipeline  
10 a.m. – 5 p.m.

**Winter Wonderland Tree Viewing & Silent Auction**  
Presented by CNRL  
10 a.m. – 12 p.m.  
(entry by donation)

**Christmas Family Fun With Santa**  
Presented by Pembina  
10 a.m. – 12 p.m.  
Storytime with Santa at 11 a.m.  
(entry by donation)

**Super Mom Hero Son Ball**  
Presented by United Rentals  
2 – 4 p.m. (ticketed event)

**Daddy Daughter Sugar Plum Fairy Ball**  
Presented by APE Maintenance  
6 – 8 p.m. (ticketed event)



*Presenting*  
SPONSOR



For 21 years, Syncrude proudly supported this cherished festival, and we are deeply grateful for their long-standing commitment. We are now excited to announce that Suncor will carry on this legacy as this year's presenting sponsor. Please join Suncor in celebrating and continuing the beloved tradition of the Festival of Trees.



## *Sponsorship* OPPORTUNITIES

Sponsors bring the magic of Christmas to the community through financial contributions, in-kind gifts, or decorated tree commitments. Your sponsorship will be recognized through weeks of event marketing, social media advertising, and event tickets. Additionally, sponsors will be acknowledged at the venue with logo placement in 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 look forward to showcasing your financial and in-kind contributions at the 2024 Festival of Trees – **join us as a sponsor today!**



# Sponsorship Recognitions

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	10	10	10	10	8	6	4	4	2
Festival of Trees Gala Tickets	24	18	16	12	8	6	4	4	2	2
Daddy Daughter Sugar Plum Fairy Ball Tickets*	3	3	2	2	1	1	1			
Super Mom Hero Son Ball Tickets*	3	3	2	2	1	1	1			
Stage presence at Weekend Event	●	●	●	●						
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	●	●	●	●	●	●	●	●	●	●
Social Media recognition (Facebook, Twitter, LinkedIn)	●	●	●	●	●	●	●	●	●	●
First right of refusal for 2025 Event	●	●	●	●	●	●	●			
Volunteer opportunities for employees	●	●	●	●	●	●	●	●	●	●

\*Each ticket for the Daddy Daughter and Mom Son events is intended for one adult and one child

# Monetary

## SPONSORSHIP OPPORTUNITIES

### Titanium Entertainment Sponsor:

One of the special hallmarks of the Festival of Trees is the non-stop entertainment featuring both 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 three days of entertainment at the 2024 Festival of Trees. Enjoy Uptown Entertainment at the Ugly Christmas Sweater Party, Danny Hooper and Uptown Entertainment at the Festival Gala and Tree Auction, DJs at all events, and performances by local choirs and musicians throughout the weekend.

### SPONSORED BY:



**FORT MCKAY**  
FIRST NATION

### Platinum Sponsor: \$25,000

The Festival of Trees is a remarkable achievement in production and décor. Your Platinum-level sponsorship guarantees the highest standard of design and visual impact, crafting the perfect atmosphere with sound, lighting, and decorative elements.

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



# Monetary

## SPONSORSHIP OPPORTUNITIES

### Diamond Sponsor: \$20,000

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

Right next door, Santa's Workshop features Christmas crafts and activities, the Teddy Bear Hospital, and photos with Santa.

- Diamond Santa's Workshop (Available)
- Diamond Winter Wonderland (Pending)



### Ruby Sponsor: \$15,000

- Festival Tree & Live Auction Program (Suncor)
- Christmas Family Fun with Santa (Pembina Pipeline)
- Teddy Bear Hospital (Inter Pipeline)
- Ugly Christmas Sweater Party (CEDA)

### Sapphire Sponsor: \$10,000

- Daddy Daughter Sugar Plum Fairy Ball (APE Maintenance)
- Stocking Stuffer 50/50 Raffle
- Community Concerts & Performances
- Tree of Hope
- Photos with Santa
- Festival Gala and Tree Auction Stage
- Festival Gala Chef Stations
- Festival Gala Chef Stations (Available)





# Monetary

## SPONSORSHIP OPPORTUNITIES

Step into a world of adventure and magic at the first-ever Super Mom Hero Son Ball! This exciting new event is proudly introduced as part of our Festival of Trees weekend on afternoon of Sunday November, 17. Just like our beloved Daddy Daughter Sugar Plum Fairy Ball, this event is set to become a highlight of the season.

Featuring hero challenges, a lively dance party, themed photo opportunities, and many more surprises, It's the perfect way to make lasting memories!

### **Emerald Sponsor: \$7,500**

- Festival Gala Welcome Cocktails
- Festival Gala Hors d'oeuvres
- Festival Gala Bars (Available)
- Festival Gala Bars (Available)
- Ugly Christmas Sweater Party Bars (Available)
- Ugly Christmas Sweater Party Stage
- Weekend Long Silent Auction Vignettes
- Super Mom Hero Son Ball



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### **Gold Sponsor: \$5,000**

- Festival Gala Centerpieces
- Ugly Christmas Sweater Party Photo Booth (Available)
- Festival of Trees Gala Photo Booth
- 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)
- Super Mom Hero Son Ball Hero Challenges (Available)
- Super Mom Hero Son Ball Buffet (Available)

### **Silver Sponsor: \$3,500**

- Santa's Workshop Kids Crafts (4 Available)
- Santa's Workshop Stockings & Hats Decorating (4 Available)

### **Star Sponsor: \$2,500**

- Unlimited

# 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.



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 18, 2024, and trees must be set up at the venue on November 13 and 14.

With a limit of 32 trees and spaces filling up quickly, please contact Jacqui at 780-788-1559 or Jacqueline.Parlee@ahs.ca 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 Agreement

**YES, WE WOULD LIKE TO SPONSOR FESTIVAL OF TREES 2024**

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

- |   |   |  |
|---|---|--|
| <input type="radio"/> Topaz Sponsor \$30,000    | <input type="radio"/> Ruby Sponsor \$15,000     | <input type="radio"/> Gold Sponsor \$5,000   |
| <input type="radio"/> Platinum Sponsor \$25,000 | <input type="radio"/> Sapphire Sponsor \$10,000 | <input type="radio"/> Silver Sponsor \$3,500 |
| <input type="radio"/> Diamond Sponsor \$20,000  | <input type="radio"/> Emerald Sponsor \$7,500   | <input type="radio"/> Star Sponsor \$2,500   |

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

- Sponsorship deadline for inclusion in recognition program is **October 27, 2024**
- 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, 2024**

\_\_\_\_\_  
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 2024 as indicated above:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Return to:

Vanessa MacNevin, Executive Director, Northern Lights Health Foundation

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