

**30th Annual
Festival of Trees**

*Sponsorship
Directory*

November 23-26, 2023
Westerner Park, Red Deer, AB

Supporting the Operating Room at Red Deer Hospital



How your sponsorship helps

It's no secret there's a gap in our hospital's surgical system. Outside ongoing staffing challenges, urgent needs in the surgical program represent over half the hospital's capital equipment list. These barriers stand in the way of patients remaining close to home for rapid care to save life and limb.

Your sponsorship of Red Deer Festival of Trees 2023 will provide funding for critical operating room equipment. Having access to new and replacement equipment for the OR will help recruit surgical talent, improve the patient experience, and reduce wait times for lifesaving surgeries, allowing our friends and family to remain close to home during their procedures.



Festival 2023 at a glance

Location

Westerner Park

Preview Dinner

Thursday, November 23, 2023 at 6:00 pm

Festival of Wines

Friday, November 24, 2023 at 7:00 pm

Mistletoe Magic

Saturday, November 25, 2023 at 6:00 pm

Festival Pancake Breakfast

Sunday, November 26, 2023 at 10:00 am

Public Access to the Tree Room and Candy Cane Lane in Stockmens Pavillion

Friday, November 24, 2023 - 12:00 pm to 9:00 pm
(Candy Cane Lane closes at 8:00 pm)

Saturday, November 25, 2023 - 10:00 am to 9:00 pm
(Candy Cane Lane closes at 8:00 pm)

Sunday, November 26, 2023 - 10:00 am to 4:00 pm

Admission

\$10 Adults

\$5 Children ages 4 to 12 (3 & under free)

\$8 Seniors (65+)

There is no parking charge on any day of the event.

2023 Special Sponsorship Opportunities

Preview Dinner

Sponsorship of \$20,000

Thursday, November 23, 2023

A sponsor stewardship event featuring food, drinks, & engaging entertainment. Ticket eligibility as per our Sponsor Benefit Grid.

Festival of Wines

Sponsorship of \$20,000

Friday, November 24, 2023

Sample flavours from around the world with vendors offering delicious wine, spirits, beer, and food.

Mistletoe Magic

Sponsorship of \$20,000

Saturday, November 25, 2023

A magical evening of dinner and entertainment for fathers and daughters of all ages.

Festival Pancake Breakfast

Sponsorship of \$10,000

Sunday, November 26, 2023

A pancake breakfast for the entire family.

Title Sponsorship Opportunity

Sponsorship of \$50,000

For the exclusive right to have the sponsor's name appear prominently with the title of the main event.

Candy Cane Lane

Sponsorship of \$10,000

Friday, November 24 to Sunday, November 26, 2023

A special children's area featuring fun & games.

Gift & Sweet Shop

Sponsorship of \$7,500

Thursday, November 23 to Sunday, November 26, 2023

Christmas trinkets & hand-crafted items from local artisans for sale.

Community Builder

Sponsorship of \$5,000

Your sponsorship will provide gate admission passes to several non-profit agencies for the benefit of those who might not otherwise get to experience the joy of Festival of Trees.

Decorated Christmas Tree Program

The Tree Room and decorated Christmas trees are the heart of Festival. Each year thousands of people enjoy the magic of the tree displays. All trees are sold in the public Silent Auction benefitting this year's cause.

Cash Tree

Donate \$1,500-\$2,500

Trees are decorated by our talented Festival Elves (maximum 20 available).

Gift in Kind Tree

Decorate a tree yourself in your own unique design (value determined by your cost, minimum \$750)

**With the exception of the Gift in Kind Tree, all opportunities are available for cash donations, only. As there are limited spaces, the above opportunities are offered on a first come, first served basis.*

Silent Auction & Raffle Items

Silent auction & raffle items are a valuable part of Festival and generate much enjoyment for our guests.

We are very grateful for all donations but as space is limited, we are unable to guarantee where your item will be displayed during Festival. We reserve the right to designate items for silent auction or raffles to ensure we honour the sponsor while maximizing proceeds for our fundraising cause. Please speak with your Festival representative about the item you would like to donate before completing the Sponsorship Agreement Form.

All donation values will be determined in accordance with Canada Revenue Agency guidelines. Substantiated fair market value must accompany all items.

Sponsorship Benefit Grid

SILVER \$1,500	GOLD \$3,000	EMERALD \$5,000	RUBY \$7,500	DIAMOND \$10,000	PLATINUM \$15,000	EVENT \$20,000 <i>(cash only - limited availability)</i>	TITLE \$50,000 <i>(cash only)</i>
<ul style="list-style-type: none"> Two tickets to the Preview Dinner 8 General Admission tickets Listing on digital signage Listing on Festival literature 	<ul style="list-style-type: none"> Two tickets to the Preview Dinner 10 General Admission tickets Listing on digital signage Listing on Festival literature Listing on Festival website 	<ul style="list-style-type: none"> Four tickets to the Preview Dinner Event Banner 12 General Admission tickets Logo on digital signage Listing on all Festival literature Listing on Festival website 	<ul style="list-style-type: none"> Six tickets to the Preview Dinner* Event Banner 14 General Admission tickets Logo on digital signage Logo on all Festival literature Logo on Festival website 	<ul style="list-style-type: none"> Eight tickets to the Preview Dinner* Event Banner 16 General Admission tickets Logo on digital signage Logo on all Festival literature Logo on Festival website Social Media recognition 	<ul style="list-style-type: none"> 12 tickets to the Preview Dinner* Two tickets to the event of your choice Event Banner 18 General Admission tickets Logo on digital signage Logo on all Festival literature Logo & link on Festival website Social Media recognition 	<ul style="list-style-type: none"> 16 tickets to the Preview Dinner* Eight tickets to the sponsored event Event Banner 18 General Admission tickets Logo on digital signage Logo on all Festival literature Logo & link on Festival website Social Media recognition Acknowledgment and logo displayed at the sponsored event 	<ul style="list-style-type: none"> 24 tickets to the Preview Dinner* Event Banner 18 General Admission tickets Logo on digital signage Logo on all Festival literature Logo & link on Festival website Social Media recognition Recognition on outdoor marquis sign at Festival Your printed name listed as subtext with Festival name

SPONSORING FESTIVAL 2023

1. Review this directory and the Sponsorship Benefit Grid to determine the level that's right for you.
2. Speak with a volunteer from our Engagement Committee. Our volunteers will be reaching out to previous sponsors to answer questions and discuss 2023 sponsorship opportunities. You can also send questions to sponsorship@reddeerfestivaloftrees.ca.
3. Complete the Sponsorship Agreement Form (included) or available online at reddeerfestivaloftrees.ca/sponsors.

SPONSOR TICKET SELECTION

All sponsors who meet any level on the above grid have the opportunity to purchase Festival of Wines and Mistletoe Magic tickets prior to public sale. (Maximum 24 tickets. Tickets must be requested by September 29, 2023.) Please note that tickets for these two events are by purchase only, except as indicated for Event Level Sponsors.

All tickets are subject to availability.

IMPORTANT DATES FOR SPONSORS

September 29, 2023

Sponsor event ticket selection must be confirmed by September 29, 2023. Tickets go on sale to the public on October 2, 2023. **Sponsors returning a completed Sponsorship Agreement Form on or before September 29, 2023 will be entered to win 2 tickets to the event of their choice.**

October 16, 2023

Deadline for all sponsor agreement forms to be submitted.

November 3, 2023

One day only, Festival Directory, general admission passes and event tickets **will be available for pickup** by participating sponsors.

MEDIA PLATINUM

- **GIK sponsorship for media outlets from \$15K-50K**
- Eight tickets to the Preview Dinner, two tickets to the event of your choice, event banner, 18 General Admission tickets, logo on digital signage, logo on all Festival literature, logo & link on Festival website, social media recognition, two media passes for public activities

PREVIEW DINNER

Sponsors in levels Silver to Title will receive complimentary tickets to the Preview Dinner. Enjoy host bar service, hors d'oeuvres, a three-course dinner, fun entertainment, live auction, and a one-night-only silent auction!

Thursday, November 23, 2023 | 6:00pm - 11:00 pm | Prairie Pavilion.

*Sponsors in levels Ruby to Title have the opportunity to purchase an additional four Preview Dinner tickets at a cost of \$500.00 each.

Thank You to our 2022 Sponsors

2022 Title Sponsor



2022 Event Sponsors



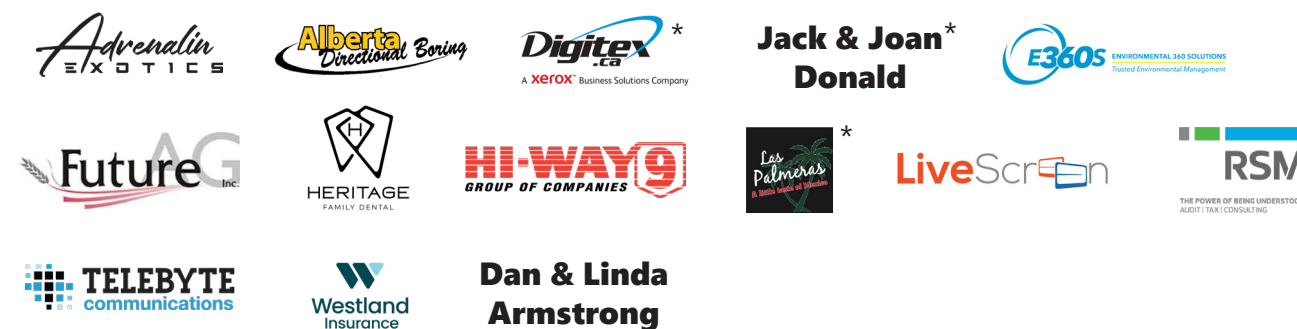
2022 Platinum Sponsors



2022 Diamond Sponsors



2022 Ruby Sponsors



2022 Emerald Sponsors

- | | | |
|----------------------------------|---------------------------------------|------------------------|
| Arrow Limousine & Sedan Services | MNP LLP | TD * |
| B & R Eckel's Transport Ltd. | Moonlight Productions Canada | TELUS |
| Cam Clark Ford Red Deer | Moxies | The City of Red Deer * |
| Express Employment Professionals | Olymel S.E.C / LP | The Coverall Shop |
| KFC/Taco Bell * | Reid & Wright Advertising | The Safety Depot |
| Menchie's Canada | Robin Armitage, Affiliate PartyLite * | |
| Minuteman Press | Sunterra Market | |


2022 Gold Sponsors

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| Ace Truck Rentals | Corine & Al Sim | Scotiabank |
| Aesthetic Solutions | Jason & Rhonda Volk | Sideline Printing Graphics & Signs |
| Alberta Blue Cross | Johnston Ming Manning LLP * | Sweet Home On the Lake |
| Alberta Parking Lot Services | Leavitt Machinery | Sylvan Lake Gulls Baseball Club |
| All About Bouncing | MyTickie.com & DeJaNuVintageWare | The Eye Studio |
| Anonymous | Parkland Garden Centre* | Toad 'n' Turtle Pubhouse & Grill |
| Bettenson's Sand and Gravel Co. Ltd.* | Peter & Kathy Lacey & Family * | Triple A Electric Ltd. |
| Central Alberta Medical Imaging Services | Rachel Gagnon | Warren Sinclair LLP |
| Chatters Hair Salons | Scotia Wealth - The Zukiwsky Group | 90.5 Shine FM |

2022 Silver Sponsors

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|---------------------------------------|---|---|
| 1726275 AB Ltd. | Dreams to Go | Performance Sleep Corp. |
| Anonymous | DSW Manufacturing Inc. | Phone Experts |
| ATCO | El Tequileño | RBC Royal Bank |
| babycakes cupcakery | Facility Services Red Deer Public Schools | rdnewsNOW |
| Battery Boss | Gail Bateman and Lyle Thomas | Red Deer Catering |
| Blanco Cantina | Garnet and Crystal Horne | Red Deer County |
| Bloom & Basil | Goodkey Show Services | Red Deer Emergency Physicians Agency* |
| Bombshell | Gordon and Diane Yake | Red Deer Eye Care Centre |
| Booze Brothers Moonshine Co. | Group2 Architecture Interior Design Ltd. | Red Deer Polytechnic* |
| Breathing Room Yoga & Psycle | Hung Uke Ukrainian Kitchen | Red Deer Shooting Centre |
| Browns Socialhouse | IFR Workwear | Robert Korbyl Prof. Corp. |
| Caballo Blanco Bistro | INEOS Oligomers | Rock Dog Consulting |
| Camdon Construction Ltd. | JMAA architecture Ltd. | Rod Kennedy & Jan Brososky * |
| Canalta Hotels | June Arnold | Safari Spa & Salon |
| CARE Industries Ltd. | Kathy & Dean Knowles | Schnell Hardy Jones LLP |
| Central Alberta Co-op * | Lindsay Steinbach & Lawrie Knight Steinbach | Sinnott's Your Independent Grocer |
| Central Alberta REALTORS® Association | Lomsnes Veterinary Hospital | Soderquist Appraisals Ltd. |
| Central Alberta Tile One | Mattress Mattress Inc. | Special Event Rentals |
| CIBC Red Deer | Melcor Developments Ltd. | The Granary Kitchen |
| Classic Cleaners | MGM Ford Lincoln | The Popcorn Co. |
| D & M Align and Brake | Olsen Joly LLP Chartered Professional Accountants | Tommy Gun's Original Barber Shop |
| David P. Brant LLP | One Eleven Grill | Turple Bros. Ltd. |
| Diana Balkwill | Peavey Mart | Uptown Parties & Balloons |
| Doris Nanninga | | Visions Electronics *denotes Founding Sponsor |

We respect the privacy of our sponsors. We do not sell or share our sponsor list. We use your information to support the processing of your gift & for ongoing fundraising activities. As part of our recognition program, we may publish sponsor names in publications such as Foundation newsletters, annual reports, recognition displays or other recognition releases.



*Thank you for your
continued support!*



Red Deer Regional
health foundation

For more information, contact Red Deer Regional Health Foundation
3942 50A Avenue, Red Deer, AB, T4N 4E7
Phone: 403-343-4773 | Fax: 403-346-2128
www.reddeerfestivaloftrees.ca | foundation@ahs.ca



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