

The Annual



ROTARY CLUB OF CANMORE
Festival of Trees



SPONSORSHIP PACKAGE
2021

The Rotary Club of Canmore and The Malcolm Hotel Present The 12th Annual Rotary Festival of Trees

**Sponsorship Opportunities
December 3 to 31, 2021**

In keeping with its long-standing commitment to our local and global communities, the Rotary Club of Canmore once again presents our signature Festival of Trees to kick off the holiday season.

The Rotary Festival of Trees is a community-based holiday celebration with decorated trees, wreaths, gingerbread houses, and special events and activities for the entire family.

Funds raised from the Rotary Festival of Trees will be contributed to The Rotary Club of Canmore's numerous programs and services which benefit so many within our community and internationally. Your partnership in this worthwhile and fun event is greatly appreciated.

Special thanks to our Title Sponsor – The Malcolm Hotel. We are excited to partner with The Malcolm Hotel and host our 12th Annual Festival of Trees.

A message from the 2021

Rotary of Festival of Trees Chair

The year 2021 has shaped up to be another unique and crazy one for our beautiful little community. I think we are all looking forward to the Holiday Season this year as it remains a time to celebrate the shorter, colder days with lights, decorations, and family fun.

However, there are those in our community who are experiencing difficulty due to the pandemic and the Rotary Club of Canmore and its Foundation are supporting those individuals through the Rotary Covid-19 Relief Fund. Due to the goodwill and generosity of the citizens of Canmore we continue to help many in need.

Like many festivals and events, Rotary hopes to return to its roots for the 12th Annual Festival of Trees. We hope that you will be able to participate with us this Holiday Season.

Our goal in 2021 is to celebrate our community and the businesses, organizations and individuals that make Canmore special. We plan to host our traditional events, while also continuing some new traditions we started in 2020.

For the most up to date list of planned events, please visit our website www.rotaryclubofcanmore.ca.

We wish to thank you for your contributions over the years and we look forward to your support to ensure the success of our 2021 Rotary Festival of Trees Fundraiser.

Trisha Isaac

Chair, Rotary Club of Canmore Fundraising

Sponsorship Opportunities

Sponsors can choose to purchase an entire event or contribute an amount towards an event based on the sponsors levels outlined below.

BENEFITS	Festival Signage	Rotary Website	Thank You Ad	Sponsor Reception	Tasting Tickets*	Social Media Program**	Tree Included	Newspaper Ads	1-Night at Malcolm**
Emerald \$7500				8	8				
Diamond \$5000				6	6				
Platinum \$2500				4	4				
Gold \$2000				2	2				
Silver \$1000				2	2				
Bronze \$500				2					
Tree \$300				2					
Friends of Rotary \$250				2					
Wreath \$250				2					
Media & Marketing				2				\$5000+	
Donation of In-Kind Services				2				\$5000+	

The Rotary Club of Canmore is proud to direct your financial support directly to charities and programs, primarily in the Bow Valley. Rotarians self-fund club administration and activities, while volunteering at fundraising events.

*Tasting Tickets are for The Spirits of Christmas Tasting Experience on December 10th.

**Social media program includes submission of your video content and 30 words or 5 bullet points on your business or organization to be featured in the Rotary Club of Canmore's social media platforms.

***1-Night Stay at the Malcolm Hotel for The Spirits of Christmas Tasting Experience on December 10th.

Special Event Sponsorship Opportunities

All events will be hosted at The Malcolm Hotel

Sponsor Reception

Friday December 3 | Noon to 2pm

Mingle with your colleagues and share a holiday cocktail and hors d'oeuvres while getting the first peek at our beautifully decorated trees, wreaths, and gingerbread houses.

Total Sponsor Value Available \$5000

The Spirits of Christmas Tasting Experience

Friday December 10 | 7pm to 10pm

The Signature Tasting Event. Taste a selection of fine wines, scotch, spirits, and craft beers with curated hors d'oeuvres by Executive Chef Graham Smith.

Total Sponsor Value Available \$60000

Pick a Present

During the Spirits of Christmas Tasting Experience

Surprise gifts worth \$20 or more sold during The Spirits of Christmas Tasting Experience – a favorite of attendees.

Total Sponsor Value Available \$2500

Kids Holiday Extravaganza

Sunday December 12 | 10am to 3pm | Free Event

A festive day for the kids of all ages with crafts, goodies, games, stories and more.

Total Sponsor Value Available \$7500

Seniors Christmas Tea

Wednesday December 15

A holiday reception for our seniors in the community with tea and desserts. Live entertainment & prizes will make it a festive event.

Total Sponsor Value Available \$7500

Breakfast with Santa

Sunday December 19 | 10am

The Classic Event: A buffet Breakfast with a live band, dancing, with a visit from Santa.

Sponsor Value \$7500

Gingerbread House Contest

December 3-31

Special categories from children to culinary professionals with gingerbread houses displayed during the month of December.

Total Sponsor Value Available \$5000

Magical Candy Cane Lane

Dec 3-31 | Free Event

This will be a free event for families to take in the splendor of Candy Cane Lane, complete with sparkling lights, inflatables, and décor. Special activities during the month can be added with your collaboration.

Total Sponsor Value Available \$7500

Tree Decoration Day

Food and Beverage Sponsor

We would like to try something new in 2021! We are looking for a sponsor who will supply the tree decorators with a pint of local beer and some snacks during their tree decorating day. An incentive for your staff to help decorate your tree.

Total Sponsor Value Available \$2500 or Gifts in Kind

Media and Marketing Sponsors

Are you able to support our Festival with marketing, media services, or advertising? We will gladly accept gifts in kind or discounted services. The level of your sponsorship benefits will correspond to the fair market value of your donated or discounted service. Such services could include graphic design, web design, digital marketing, magazine and newspaper advertising, and radio spots.

Silent or Live Auction Items

You can choose to donate your own item or make a cash donation for an item to be purchased by our committee on your behalf. Sponsorship level will correspond to fair market value of your donated item.

Tree and Wreath Sponsorship

Trees and wreaths will be displayed at The Malcolm Hotel throughout the month of December. Tree decorating will take place over 2 days from December 1 to 2.

Tree Sponsor

Registration \$300

- Pre-lit 7.0 to 7.5-foot tree provided to decorate
- Prominent name and company description on signage by your tree
- Your tree will be displayed for the duration of the holiday season.

Wreath Sponsor

Registration \$250

- Provide and decorate a wreath to be displayed amongst the trees during the holiday season
- Wreath decorating/delivery on Thursday, December 2nd by appointment
- Prominent name and company description on signage by your wreath.

Important notes about decorating your tree/wreath

- Tree sponsor registration fee includes the use of a pre-lit tree with stand
- All decorations are to be provided by the sponsor. Please refrain from the use of artificial snow, glitter, or glue
- Sponsors are required to bring tree skirting, extension cords, step stools, craft or florist wire and other decorating materials
- All decorations and related materials must be removed by the sponsors on January 3, 2022.

Judging

Categories to be determined

- The winning trees and wreaths will be determined by a panel of judges on Friday, December 3.
- Categories will be provided to tree and wreath sponsors by October 1, 2021.

Registration

Company Name: _____

Contact Name: _____

Telephone: _____ Email: _____

Mailing Address: _____

Sponsorship Level & Amount: _____

Tree or Wreath Theme: _____

Social Media Handle: @ _____

Submit form by e-mail with your logo to trisha@canmoremortgagesolutions.com

For further information, contact Trisha Isaac at 403-688-0166

Privacy Donor Information: The Rotary Club of Canmore respects the privacy of our donors. We do not sell or share our donor list with other organizations. We use your information to support the processing of your gift. As part of our recognition program, we will publish donor names in our newsletters, newspaper advertising, and website. Pictures from events may be used for marketing purposes.

Sponsorship Payment Instructions

Please select your preferred payment method and email completed form to
julieaflynn60@icloud.com

Company Name: _____

Contact Name: _____

Telephone: _____ Email: _____

Mailing Address: _____ Postal: _____

Sponsorship Level & Amount: _____

Social Media Handle: @ _____

Preferred Payment Options

☐ E Transfer to rotaryclubofcanmore@gmail.com (No Password Required)

☐ Credit Card Payment

Name on Credit Card: _____

Credit card # _____

Expiry Date: _____ CVS: _____

Address: _____ Postal: -

☐ Cheque

Please make cheque payable to The Rotary Club of Canmore & mail to:
PO Box 8421, Canmore, Alberta T1W 2V2

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The Rotary Club of Canmore

What is The Rotary Club of Canmore?

The Rotary Club of Canmore is a group of local people who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Since 1991, the Rotary Club of Canmore has raised over \$3.2 million dollars in financial support for local community focused projects that benefit the residents of the Town of Canmore and surrounding area.

What is the Canmore Rotary Club Charitable Foundation (CRCCF)?

The CRCCF was established in 2000 as the fundraising arm of the Rotary Club of Canmore. The major benefit of our local Rotary Foundation is its ability to provide tax receipts for eligible donations. Each member of the Club is a member of our Foundation. The CRCCF operates with a separate Board made up of Rotary Club of Canmore members.

The Rotary COVID 19 Relief Fund

On March 21st, 2020, in immediate response to the COVID 19 Pandemic, The Rotary Club of Canmore and the CRCCF established the Rotary COVID 19 Relief Fund to support local families, businesses, and those at risk in our Bow Valley Community. In early April, the CRCCF joined with Banff Canmore Community Foundation and the Wim and Nancy Pauw Foundation to create the Bow Valley Emergency Grants Committee (BVEG). The BVEG met regularly for several months and now continue to collaborate, hear from local support agencies on the impacts of COVID 19 in our community and distribute funds to qualified organizations. Together, BVEG provided quick and easy online access for organizations to apply and avoided overlap of resources and funding. Our mandate is to support food security, family support, emergency shelter, essential travel, mental wellness, and general support as needed.

Local Contributions

With a major focus on youth and education, The Rotary Club of Canmore and the CRCCF continue to provide funding for bursaries/scholarships to local students that are recognized for their outstanding achievements as well as their future academic, vocational, and artistic pursuits. We are also a major sponsor of the Canadian Rockies Regional Science Fair which encourages young people to excel in the sciences.

In addition to recognizing our youth, The Rotary Club of Canmore and the CRCCF are proud to support our local sports teams and activities, theater, arts and music, health related programs as well as our veterans and senior residents who continue to make outstanding contributions to our community.

Volunteer Contributions

Our contributions go beyond financial sponsorship. Everyday our members can be seen in the community contributing their time, talents and passion to everyday causes. The Rotary Club of Canmore's members volunteer thousands of hours to community groups and activities such as the Canmore Canada Day Breakfast, Canmore Folk Festival, Canmore Highland Games and Food & Friends at St Michaels Church.

To learn more about Rotary International, the oldest service organization on the globe, its effective program to end polio and its reach into all corners of the world, go to the Rotary Club of Canmore website: www.rotaryclubofcanmore.ca.