

11th Annual



ROTARY CLUB OF CANMORE
Festival of Trees

**Sponsorship Package
2020**

The Rotary Club of Canmore and The Malcolm Hotel

Present

The 11th Annual Rotary Festival of Trees

Sponsorship Opportunities

December 4 to 31, 2020

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 and host our 11th Annual Festival of Trees.



THE MALCOLM
HOTEL

A message from the 2020 Rotary of Festival of Trees Chair

2020 has shaped up to be a unique and crazy year for our beautiful little community. The Holiday Season will be different this year, but it will still be a time to celebrate the shorter colder days with lights and decorations and family fun. However, there are those in our community who are in difficulty due to the pandemic and the Canmore Rotary Club and Foundation are supporting them through the Rotary Covid-19 Relief Fund. Our usual local fundraisers and service projects are reduced and restricted by public health regulations but due to the goodwill and generosity of Canmore citizens we are still able help many in need.

So, like all festivals & events, Rotary will reshape the 11th Annual Festival & we hope that you are able to join us and mark the season.

Our goal in 2020 is to celebrate our community and all the businesses, organizations, and folks that make Canmore special. This year, it is our turn to give back. While we will not be able to hold our traditional events, we have some incredibly special activities that we plan to introduce.

Hence, this year, our sponsorship opportunities are more holistic. Rest assured we will still have our famous trees and wreath display at the Malcolm. This year, we will offer tiered levels of sponsorship for the entire Festival as opposed to individual events. This will ensure that all activities will be offered free to families who are able to join us. It also ensures that all sponsors receive recognition throughout the entire month of December, even if an activity must be adjusted. For an up to date list of planned events, please visit www.rotaryclubofcanmore.ca

I want to thank you for all your contributions over the years to ensure the success of our Rotary Fundraiser and we look forward to your support in 2020.

Trisha Isaac

Chair Rotary Club of Canmore Fundraising

Festival Sponsorship Opportunities

The Rotary Club of Canmore is proud to direct your support directly to charities and programs, mostly in the Bow Valley. Rotarians self-fund club administration and activities, while volunteering at fund raising events. In the past we have held a Sponsor's Lunch & provided event tickets to show our great appreciation to those organizations and individuals that support Festival of Trees. Since we cannot host a Sponsor's Lunch or Gala this year, our focus will be on supporting families and seniors in our community who are impacted by the pandemic, for example through initiatives like the Spirit of Christmas. Your continued support of the Festival of Trees is greatly appreciated.

Sponsorship Benefits

Level	Cash Donations	Festival Signage	Rotary Website	Malcolm Televisions	All Ads in Newspaper	Thank You Ad
Emerald	\$7,500	✓	✓	✓	✓	✓
Platinum	\$2,500	✓	✓	✓		✓
Gold	\$2,000	✓	✓	✓		✓
Silver	\$1,000	✓	✓	✓		✓
Bronze	\$500	✓	✓	✓		✓
Tree	\$300	✓	✓			✓
Friends of Rotary	\$250	✓	✓			✓
Wreath	\$150	✓	✓			✓
Media & Marketing	\$2500+	✓	✓	✓	✓	✓
Donation of In-Kind Services		✓	✓	\$2500+	\$2500+	✓

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.

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. **Please note that in kind donations with a value of \$2500 plus will receive their Logo on all advertising.**

Tree Sponsorship

Trees and wreaths to be displayed at the Malcolm Hotel throughout the month of December. Tree decorating will take place over 3 days from **December 1-3**.

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 \$150

- Provide and decorate a holiday wreath to be displayed amongst the trees during the holiday season.
- Wreath decorating/ delivery on Thursday Dec 3rd 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 4, 2021

Judging | Categories to be determined

The winning trees and wreaths will be determined by a panel of judges on Friday December 4. Categories will be provided to tree & wreath sponsors by November 1, 2020.

Sponsorship, Tree and Wreath Registration

Company Name:

Contact Name:

Telephone:

Email:

Mailing Address:

Sponsorship Amount:

Tree or Wreath Theme:

Event or Silent Auction Item:

Social Media Handle: @

For Event Sponsorships, we will make every effort to allocate your generous donation to the event of your choice. However, for sponsorship less than \$1,000, we cannot guarantee your donation will be allocated to a specified event.

Payment method: Cash Cheque Credit Card

Credit card # _____ Expiry Date:

CVS _____

Address _____

Postal Code: _____

Please make cheques Payable to The Rotary Club of Canmore.

Submit form by e-mail with your logo

trisha@canmoremortgagesolutions.com

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

Planned 2020 Events

Magical Candy Cane Lane – *New for 2020*. Our take on the reverse Santa Claus Parade on the pathway beside the Malcolm Hotel & Spring Creek. Families will be able to schedule a set time for this free outdoor walk through Candy Cane Lane, complete with sparkling lights, decorations, selfies with Santa Claus, craft & candy goody bags for the kids, and treats your pooch. Warm up after your walk with a cookie and socially distanced visit through the decorated Trees inside the Malcolm Hotel. We encourage families, kids, and pets to dress up, decorate their toboggans, and their dogs!

*Additional dates will be added depending on demand.

Window Wonderland – *New for 2020*. This is an “At Home Event”. Families will sign up decorate their front window or front door for the holiday season & incorporate the Rotary Logo. Categories will be determined and prizes for the most creative displays. Dates to be determined

Gingerbread Contest – 3rd Annual for Kids, Adults & local businesses. Gingerbread houses to be displayed at the Malcolm Hotel from Dec 4 to 31.

Tree and Wreath Display at the Malcolm Hotel

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 two 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, our Foundation joined with Banff Canmore Community Foundation and the Wim and Nancy Pauw Foundation to create the Bow Valley Emergency Grants Committee (BVEG). The BVEG has been meeting regularly since that time, hearing from local support agencies on the impacts of COVID 19 in our community and distributing funds to qualified organizations. Together, our 3 Foundations have provided quick and easy online access for organizations to apply and we have avoided overlap of resources and funding. Our mandate is to support food security, family support, emergency shelter, essential travel, mental wellness, and some general support.

Local Contributions

With a major focus on youth and education, The Rotary Club of Canmore and Foundation continue to provide funding for prizes 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 Foundation is proud to support our local soccer and hockey sports teams as well as our veterans and senior residents who 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