

*The Annual*



ROTARY CLUB OF CANMORE  
*Festival of Trees*



**SPONSORSHIP PACKAGE  
2023**

# **The Rotary Club of Canmore and The Malcolm Hotel Present The 14th Annual Rotary Festival of Trees**

**Sponsorship Opportunities  
December 1 to 31, 2023**

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 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 14th Annual Festival of Trees.

# A message from the 2023

## Rotary of Festival of Trees Chair

As the Bow Valley moves toward seasonal celebrations, the Rotary Club of Canmore is ramping up planning and preparations for our Annual Festival of Trees. The December month-long event brings decorations, lights, and events to locals and visitors alike, providing an inclusive and welcoming environment for all.

In years past we have been able to create cherished memories for many participants with the support of this amazing community, and our 14th Annual festival is shaping up to be just as spectacular and perhaps even better!

There are so many opportunities for you, your family and friends, and your business partners and employees to participate as guests and sponsors. Our mighty group of volunteers look forward to creating the right experience for you and every one of our community members. It is through collaboration, generosity, and fun that we are able to bring all of these special moments to life and we are so grateful for all of your support.

For the most up-to-date list of events, please visit our website: [www.rotaryclubofcanmore.ca](http://www.rotaryclubofcanmore.ca), and follow us on social media.

Thank you for your participation in our Festival of Trees and for affording us the opportunity to do the great work that we do to serve and support Canmore, the Bow Valley, and further abroad through these holiday season events and throughout the entire year.







































See you at the festivities!

**Amanda Sarka**

Chair, Rotary Festival of Trees

# 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**
<b>Emerald</b> \$7500				8	8				
<b>Diamond</b> \$5000				6	6				
<b>Platinum</b> \$2500				4	4				
<b>Gold</b> \$2000				3	3				
<b>Silver</b> \$1000				2	2				
<b>Bronze</b> \$500				2					
<b>Tree</b> \$350				2					
<b>Wreath</b> \$275				2					
<b>Media &amp; Marketing</b>				2					
<b>Donation of In-Kind Services</b>				2					

## **SIGN ME UP!** (online form)

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.

\*\*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.

# Special Event Sponsorship Opportunities

All events will be hosted at The Malcolm Hotel

[SIGN ME UP!](#) (online form)

## Sponsor Reception

**Friday December 1**

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 \$7,500**

## The Spirits of Christmas Tasting Experience

**Friday December 8 | 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 \$60,000**

## Pick a Present

**During the Spirits of Christmas Tasting Experience**

Surprise gifts worth \$25 or more sold during The Spirits of Christmas Tasting Experience – a favorite of attendees.

## Kids Holiday Extravaganza

**Sunday December 10 | 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 \$7,500**

## Seniors Christmas Tea

**Wednesday December 13**

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 \$7,500**

## Breakfast with Santa

**Sunday December 17**

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

**Total Sponsor Value Available \$7,500**

## 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.

# Tree and Wreath Sponsorship

Trees and wreaths will be displayed at The Malcolm Hotel throughout the month of December. Tree decorating will take place Wed/Thurs, Nov 29-30th.

**SIGN ME UP!** (online form)

## Tree Sponsor

### Registration \$350

- 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 \$275

- Provide and decorate a wreath to be displayed amongst the trees during the holiday season
- Wreath decorating/delivery on Thursday, December 1
- Prominent name and company description on signage by your wreath.

## How to support by sponsoring a non-profit organization to place a tree or wreath:

- You can bring your own non-profit organization, or we can assist with securing and matching you with an appreciative non-profit organization so they may enter a tree or wreath.
- Customizable: You pay the entry fee and, if interested, collaborate with the non-profit for any potential additional funds for decorating the tree or 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 skirt, ladder extension cord, step stools, craft or florist wire and other decorating materials
- All decorations and related materials must be removed by the sponsors on January 3, 2024.
- The trees are open to the public (unsupervised) 12 hours per day. Please plan accordingly and consider attaching fragile/imported items with wire.

## Judging Categories

- Each Tree entry will self-declare which category below they would like to enter on tree decorating day. 1st, 2nd, and 3rd Prizes will be awarded in all categories except Best in Show.
- The winning trees and wreaths will be determined by a panel of judges on Friday, December 1.

### Best in Show

To be determined by a group of judges determined by Rotary. No entry into this category is required. Only 1st prize will be awarded.

### Tinsel Town

Decorated with bling, sparkle, brightness, with a wow factor.

### Ode to Canmore

Represents the lifestyle, culture and/or community connection, can be historical in nature.

### Artistic Sophistication

Original and design forward. Curated and unique ideas.

### Christmas Dreams

These magical and whimsical trees will appeal to children of all ages.

### Into the Wild

Showcasing the outdoors, nature, adventure, sports, and the environment.

### Wreaths

Imaginative and beautiful.

# Commitment & Payment for Event Sponsorship, Tree or Wreath

*DECIDE WHAT YOU WANT TO SPONSOR & NOTE THE AMOUNT  
(EG Tree, wreath, event sponsor),  
AND THEN JUST USE OUR SECURE ONLINE FORM HERE:*

*[Sign me up!](#)*

*\*If you prefer to discuss payment with us instead, please [email us](#).*

**Privacy 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.



# Rotary

*Making our world a better place, one project at a time.*

**2022-23 TOTAL GIVING \$337,783**

The Rotary Club of Canmore and the Canmore Rotary Foundation support a wide variety of local and international projects. These projects benefit youth, promote literacy and education, improve food-security, water, environment and shelter, and provide humanitarian aid. We support diversity, equity and inclusion and contribute directly to the quality of life in the Bow Valley and in many developing countries.



**ArtsPlace**  
(Canadian Mountain Arts Foundation)  
Mini-Melodies and Youth Arts Collective  
**Banff Sports Medicine Foundation**  
Expert Education Speaker Series 2023  
**Biosphere Institute of the Bow Valley**  
Future Leaders Program  
**Bow Valley Chamber of Commerce**  
DEI & Mental Health in the Workplace Speakers  
**Bow Valley Connections Centre**  
Creative Beginnings  
**Bow Valley Kayak Club**  
Equipment for Youth Paddlers  
**Canmore and Area Mountain Bike Association**  
Loki Adaptive Trail Phase 1  
**Canmore Community Daycare Society & Bow Valley After School Program**  
Sustainable Vegetable Garden  
**Canmore Folk Festival**  
The Youth Mentorship Project  
**Canmore Highland Games**  
Event Presentation Expenses  
**Canmore Illusions Gymnastics Club**  
Coach in Training Program  
**Canmore Museum**  
Museum Big Weekends / Family Programming  
**Canmore Nordic Ski Club**  
JackRabbits Equipment Cupboard Build  
**Canmore Seniors Association**  
Life Long Learning Program  
**Canmore Young Adult Network**  
Discovering You. Discovering Wellness.  
**Exshaw Legion**  
Annual Exshaw Legion Community Sports Day & BBQ

**Innovate Canmore**  
Tech Education Program 2023  
**Pinetree Players**  
2023 Summer Theatre Mentorship  
**Rocky Mountain Adaptive Sports Centre**  
Through Our Eyes: A Digital Story Library  
**SPEF de Canmore**  
Reconciliation Experiences  
**The Howl Experience**  
Canadian Rockies Youth Summit  
**Town of Canmore Arts and Events**  
Art Walk Project  
**Town of Canmore Family & Community Supports Services**  
Community Conversations  
**Valley Winds Music Association**  
Community Concerts  
**Special Member & Club Donations 2023**  
For direct delivery of support items to victims of the Türkiye Earthquakes via ShelterBox Canada  
**Canadian Women for Women in Afghanistan**  
Turkey  
**Uma Rumi and 7a Escalada**  
Peru  
**Mountain Grannies**  
Chili Bowl dinner for Stephen Lewis Foundation  
**Shelter Box Canada**  
Equipment for Worldwide Humanitarian Aid  
**The Compassion Project**  
Nepal Education & Medical Support  
**Hearts and Hands Foundation**  
Guatemala  
**EPIC (Education Partners in Cambodia)**  
Cambodia  
**Mandari Panga Yasuni Jungle Expeditions**  
Ecuador  
**EPIC (Education Partners in Cambodia)**  
Scholarships - Cambodia  
**Carpenters4Cambodia**  
Cambodia

**Thai Child Development Foundation**  
Thailand  
**One4Another International**  
Uganda  
**Youth Adventures in Citizenship**  
Our Lady of the Snows Student  
**Youth Adventures in Tourism**  
Canmore Community High School Student  
**Rotary District Youth Leadership Award (RYLA)**  
Canmore Community High School Student  
**Our Lady of the Snows**  
Sustainability Club's Energy Audit Project



**Bow Valley Christmas Spirit Society**  
Donation to hamper program  
**Bow Valley Refugee Project**  
Partnership for support of programming  
**Canadian Rockies Public Schools**  
Partnership with Embrace International for the purchase of sensory materials for schools  
**Friends of the Canmore Library , Ron Lewis Memorial Fund**  
Purchase of indigenous learning materials  
**Homelessness Society of the Bow Valley**  
Partnership for support of programming  
**Stoney Education Authority**  
**Ron Lewis Memorial Fund**  
Construction of Storyboard Walk at Nakoda Elementary School  
**Rocky Mountain Adaptive**  
Support for programming  
**YWCA Banff - COVID Relief Fund**  
Support for programming



Find out more! Visit [rotaryclubofcanmore.ca](https://rotaryclubofcanmore.ca)