

*The Annual*



ROTARY CLUB OF CANMORE  
*Festival of Trees*



**SPONSORSHIP PACKAGE  
2024**

# The 15th Annual Rotary Festival of Trees November 29 to December 31, 2024

## **This Festival is a Fundraising Initiative**

Presented by Rotary Club of Canmore

In keeping with its long-standing commitment to support 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 host – [The Malcolm Hotel](#). We are excited to partner with The Malcolm Hotel to host our 15th Annual Festival of Trees.



# A Message from the 2024 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 15th 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: [rotaryclubofcanmore.ca](http://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

# Festival Sponsor Opportunities

**2 Ways to Sponsor in 2024: Sponsors can purchase an entire event with naming rights or contribute an amount towards general festival sponsorship based on the levels outlined below.**

**\*These are available for monetary donations only.**

- NAMING RIGHTS are available if you purchase an entire event sponsorship. Please see page 5 for the cost of each event. If you choose this option, you will be the sole sponsor advertised.
- GENERAL FESTIVAL SPONSORSHIP will be available based on sponsor levels noted below.

- NOTES
- Complimentary event tickets mentioned in sponsorship levels are available for either the Breakfast with Santa or Spirits of Christmas Experience.
  - We have made small changes to ticket allocations for some sponsor levels to better align sponsor benefits.
  - Social media program benefits include either a video submission and 30 words OR up to five bullet points on your business or organization, which will be featured in the Rotary Club of Canmore's social media platforms.



## DIAMOND

Event Naming Rights

**\$15,000**

You will be the sole sponsor advertised for the Spirits of Christmas Experience event.

### BENEFITS:

- Festival Signage
- Rotary Website
- Pre-Festival Newspaper Ads
- Sponsor Tree provided
- Sponsor Happy Hour, 16 Tickets
- Event Tickets, 16
- Social Media Program
- Post-Festival Thank You Ad

## RUBY

Event Naming Rights

**\$7,500**

You will be the sole sponsor advertised for an event at the Festival (other than the Spirits of Christmas Experience)

### BENEFITS:

- Festival Signage
- Rotary Website
- Pre-Festival Newspaper Ads
- Sponsor Tree provided
- Sponsor Happy Hour, 8 Tickets
- Event Tickets, 8
- Social Media Program
- Post-Festival Thank You Ad

## EMERALD

**\$5,000**

### BENEFITS:

- Festival Signage
- Rotary Website
- Sponsor Tree provided
- Sponsor Happy Hour, 6 Tickets
- Event Tickets, 6
- Social Media Program
- Post-Festival Thank You Ad



## PLATINUM

**\$2,500**

### BENEFITS:

- Festival Signage
- Rotary Website
- Sponsor Happy Hour, 4 Tickets
- Event Tickets, 4
- Post-Festival Thank You Ad

## GOLD

**\$1,000**

### BENEFITS:

- Festival Signage
- Rotary Website
- Sponsor Happy Hour, 2 Tickets
- Event Tickets, 1
- Post-Festival Thank You Ad

## SILVER

**\$500**

### BENEFITS:

- Festival Signage
- Rotary Website
- Sponsor Happy Hour, 2 Tickets
- Post-Festival Thank You Ad



## TREE

**\$350**

### BENEFITS:

- Festival Signage
- Rotary Website
- Sponsor Happy Hour, 2 Tickets
- Post-Festival Thank You Ad

## WREATH

**\$350**

### BENEFITS:

- Festival Signage
- Rotary Website
- Sponsor Happy Hour, 2 Tickets
- Post-Festival Thank You Ad

## MEDIA / MARKETING

Media and/or marketing sponsorship details to be determined on a case-by-case basis based on the value to the Festival of the services provided.

**Other Ways to Support: Silent Auction & Raffle items are a valuable part of the Festival and generate much enjoyment for our guests. We are very grateful for all donations.**

**\*We reserve the right to designate items for Silent Auction or Raffles to ensure we honour the sponsor while maximizing funds raised.**

# Event Sponsorship Opportunities

All events will be hosted at The Malcolm Hotel

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

## Sponsor Happy Hour

Thursday December 5, 3pm - 5pm

Mingle with your colleagues and share a holiday cocktail while getting the first peek at our beautifully decorated trees & wreaths.

**Naming Rights \$7,500**

## Seniors Christmas Tea

Wednesday December 11

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

**Naming Rights \$7,500**

## The Spirits of Christmas Experience

Friday December 6

The Signature Event. Your team is working hard to determine the details. Stay tuned!

**Naming Rights \$15,000**

## Breakfast with Santa

Sunday December 15

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

**Naming Rights \$7,500**

## Kids Holiday Extravaganza

Sunday December 8 | 10am to 3pm | Free Event

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

**Naming Rights \$7,500**

## Festival Silent Auction

Spirits of Christmas Silent Auction is moving online.

**Naming Rights \$2,500**

# Tree & Wreath Sponsorship

Trees will be displayed at The Malcolm Hotel throughout the month of December. Tree decorating will take place Wednesday November 27 and Thursday November 28

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

## Tree or Wreath Sponsor

**Registration \$350**

- TREES: Pre-lit 7.0 to 7.5-foot tree provided to you | WREATHS: to be provided by the sponsor
- We supply signage by your tree with company name and logo
- Your tree or wreath will be displayed for the duration of the holiday season.
- All decorations for trees and wreaths to be provided by the sponsor

## Option to sponsor a non-profit organization:

- 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.
- Please Note, that Sponsor Happy Hour tickets will be allocated to the non-profit. Additional tickets can be purchased by the donor if they choose to attend.

**A detailed information sheet will be sent out upon registration.**





## 2023-24 TOTAL GIVING - \$331,094

### ROTARY CLUB OF CANMORE:

#### **Banff Sports Medicine Foundation**

How to Manage & Avoid Back Pain

#### **Biosphere Institute of the Bow Valley**

Way of the Bison Project, Pollinator Garden Project

#### **Bow Valley Adult Learning Centre**

The Reading Crew

#### **Bow Valley Connections Centre**

A Gift for Every Season

#### **Canadian Vision Care**

Scientific instruments for Optometry students in Malawi

#### **Canadian Humanitarian**

Gender equity & empowerment for students aged 8-19 in Ethiopia

#### **Canadian Mountain Arts Foundation (artsPlace)**

Mini-Melodies and Youth Arts Collective

#### **Canadian Women 4 Women in Afghanistan**

Digital Literacy Centres

#### **Canmore Community Childcare**

Out of School Program

#### **Canmore Folk Festival Society**

The Youth Mentorship Program

#### **Canmore Minor Soccer Club**

Competitive Program

#### **Canmore Museum**

Welcoming Weekends, Public Program

#### **Canmore Pride Society**

Youth Programming

#### **Canmore Skating Club**

2024 Ice Show

#### **Canmore Wolverines Football**

Safety Equipment for Players and Attendees of Home Games

#### **Canmore Young Adult Network**

2024/25 Environmental Programs, Life Skills

Workshops, & Civic Engagement Series

#### **Canmore Community High School**

Truth & Reconciliation Bench, Art & Woodworking Awards, Post-Secondary Scholarships, Green Environmental Club

#### **Conquest Theatre Society**

Summer Theatre in the Forest

#### **Cousins Skateboard Community Association**

The Youth Mentorship Project

#### **Embrace**

Health services & wheelchairs, Ugandan children

#### **Epic**

Secondary Education & English in Cambodia

#### **Exshaw Community Association**

Shed and Dugout Refurbishment

#### **Food and Friends**

Outreach Program of St. Michael Anglican Church

#### **Hearts & Hands Foundation**

"Critical Math Program" in Guatemala

#### **Homes of Hope**

Bow Valley young adults building homes in Mexico

#### **Hope for Kids Ryan Carrington Foundation**

Monthly Meet-Up Support Group / Family Care Packages

#### **Iyahrhe Nakoda Food Bank Society**

INFBS Health & Wellness Food Hamper Program

#### **Kindred Hearts**

Micro-credit for women in Cambodia

#### **Mountain Grannies**

Annual Chili Bowl Dinner

#### **Our Lady of the Snows**

Various scholarships and awards, environmental projects

#### **Pine Tree Players**

2024 Canmore Summer Theatre Festival

#### **Birds, Bees and Butterflies for Earth Day**

April 21, artsPlace

#### **RCL Heart Mountain Exshaw – Exshaw Legion**

Community Sports Day & BBQ

#### **Rocky Mountain Adaptive Sports Centre**

No Limits Summer Program, Bow Valley

Residents

#### **Rotary Club of Cochrane - Rotary District Grant**

Training & development, to Mayans, Belize

#### **Seeds Connections**

First Nations school life-skill program

#### **ShelterBox Canada**

Support to disaster-stricken families worldwide

#### **Town of Canmore Arts and Events**

Art Walk - Rotary Park Story Activation & Live Art/ Cultural Demonstrations

#### **Town of Canmore Family and Community**

#### **Supports Services**

Volunteer Driver Program Benevolence Fund

#### **Town of Canmore**

Mini Thni Canada Day Parade Float, Rotary Park Story Walk

#### **Ukraine Project (Rotary Clubs in 5 countries including Canada)**

Medical rehab equipment, injured civilians, military

#### **Youth Exchange Program**

10-month exchange to Denmark

#### **YWCA Banff**

Neurodiversity in the Workplace & Neuro-Inclusive Leadership

### CANMORE ROTARY FOUNDATION:

#### **Prostate Cancer Centre**

Support for MANVAN - men's mobile health clinic

#### **Bow Valley Christmas Spirit Society**

Purchase of grocery and toy gift cards

#### **Homelessness Society of the Bow Valley**

Outreach and emergency winter shelter support

#### **Biosphere Institute of the Bow Valley**

Bear spray distribution and Future Leaders program

#### **Good Food Box - Primary Care Network**

Subsidies for lower income families

#### **Palliative Care Society of the Bow Valley**

Program support

#### **Pine Tree Players**

Ongoing support

#### **Canmore Museum**

Programming

#### **Homes of Hope**

Bow Valley young adults building homes in Mexico

