

*The Annual*



ROTARY CLUB OF CANMORE  
*Festival of Trees*



**SPONSORSHIP PACKAGE**  
**2025**

# The Rotary Club of Canmore proudly presents The 16th Annual Rotary Festival of Trees November 28 to December 31, 2025

## This Festival is a Fundraising Initiative

Presented by Rotary Club of Canmore

In the spirit of giving and community, the [Rotary Club of Canmore](#) once again brings the magic of the holiday season to life with our signature Festival of Trees. This cherished event transforms the Malcolm Hotel into a sparkling winter wonderland filled with beautifully decorated trees, wreaths, and festive activities for the whole family.

Every dollar raised through the Festival of Trees directly supports the Rotary Club of Canmore's local and international programs, helping us make a meaningful difference both at home and abroad.

We are deeply grateful for your participation in this joyful and impactful celebration. Together, we spread holiday cheer while strengthening the community we all love.

A heartfelt thank-you to our host and partner, [The Malcolm Hotel](#), for once again opening its doors to us to make this event truly special.



# A Message from the 2025 Rotary of Festival of Trees Chair

As the Bow Valley moves toward the holiday season, the Rotary Club of Canmore is delighted to prepare for our 16th Annual Festival of Trees. This much-loved tradition lights up December with sparkling decorations, joyful gatherings, and heartwarming events that bring locals and visitors together.

At its heart, the Festival of Trees is about connection and joy - friends, families, neighbours, and businesses joining in celebration, creating memories, and sharing in the true spirit of community. Thanks to the incredible support of our volunteers, sponsors, and participants, we've seen how these moments of joy ripple outward, strengthening bonds across the Bow Valley and beyond.

This year promises to be our most spectacular yet, and there are countless ways for you to be part of the magic—as a guest, sponsor, or volunteer. Together, through generosity, collaboration, and fun, we can continue to build experiences that brighten the season and enrich lives near and far.

For the most up-to-date list of events, please visit [rotaryclubofcanmore.ca](http://rotaryclubofcanmore.ca), or connect with 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.

Thank you for sharing your time, energy, and goodwill. It is your support that allows us to spread happiness, foster connection, and carry on the important work of Rotary both here in the Bow Valley and around the world.

We look forward to celebrating with you!

**Christopher Kean**

Chair, Rotary Festival of Trees



# Festival Sponsor Opportunities

- Complimentary event tickets mentioned in sponsorship levels are available for the Christmas Spirits event
- 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.



**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	• Sponsor Happy Hour, 6 Tickets
• Rotary Website	• Event Tickets, 6
• Pre-Festival Newspaper Ads	• Social Media Program
• Sponsor Tree provided	• Post-Festival Thank You Ad



**EMERALD**  
**\$5,000**

**BENEFITS:**

• Festival Signage	• Event Tickets, 4
• Rotary Website	• Social Media Program
• Sponsor Tree provided	• Post-Festival Thank You Ad
• Sponsor Happy Hour, 4 Tickets	



**PLATINUM**  
**\$2,500**

**BENEFITS:**

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



**GOLD**  
**\$1,000**

**BENEFITS:**

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



**SILVER**  
**\$750**

**BENEFITS:**

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



**TREE**  
**\$375**

**BENEFITS:**

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



**WREATH**  
**\$325**

**BENEFITS:**

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



**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 Schedule

All events will be hosted at The Malcolm Hotel

## Sponsor Happy Hour

Friday November 28, 3 - 5 pm

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

## The Christmas Spirits Event

Friday December 5, 7 - 11 pm

Join us for an evening of global cuisine, paired with fine wines, and festive drinks, plus a silent auction of unique items. Proceeds support local and international initiatives—a perfect way to start the holiday season together.

## Kids Holiday Extravaganza

Sunday December 7, 10 am - 3 pm

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

## Seniors Christmas Tea

Wednesday December 10, 1pm - 3 pm

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

# Tree & Wreath Sponsorship

Trees will be displayed at The Malcolm Hotel throughout the month of December.

Sponsor decoration: Wednesday & Thursday, November 26 & 27, 10 am to 8 pm

Take down: Friday, Saturday & Sunday, January 2 - 4, 2026

## Tree or Wreath Sponsor

Registration \$375/Tree, \$325/Wreath

### TREES

- Pre-lit 7.0 to 7.5-foot tree provided to you for decoration, with a footprint of 4' x 4'
- If you would like to have a preferred space with a larger footprint then the cost would be \$550 for the tree

### WREATHS

- to be provided by the sponsor, including a stand

### GENERAL

- Your tree or wreath will be displayed for the duration of the holiday season
- We supply signage by your tree/wreath with the company name and logo
- All decorations for trees and wreaths to be provided by the sponsor
- All spots are assigned by the Rotary Club of Canmore and the Malcolm Hotel. Please do not trade spots with someone who has not yet decorated their tree.

## Sponsoring Trees for Registered Non-Profit Organizations:

- There is an opportunity for an individual to sponsor a tree for a local non-profit organization and receive a tax receipt. This transaction must be completed through the Canmore Rotary Foundation in order to receive a tax receipt. For more information, please contact Trevor Julian (Treasurer - Festival of Trees) at [trevorgjulian@gmail.com](mailto:trevorgjulian@gmail.com).
- You can choose your own non-profit organization to sponsor, or Rotary can assist by 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.

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



**2024-25 TOTAL GIVING - \$245,768**

**ROTARY CLUB OF CANMORE:**

- Bighorn Library**  
Exshaw Library Society BINgenious Literacy Program
- Biosphere Institute of the Bow Valley**  
Empowering Canmore Residents through Action-Oriented workshops
- Bow Valley Connections Centre**  
Curtain Call for All: Named for the inclusive theatre opportunities
- Bow Valley Food Alliance**  
Indigenous Food Fund Program
- Bow Valley Little League**  
Legacy Uniform Update
- Bow Valley Music Festival Society**  
2025 Performance Festival
- Bow Valley Pride Network/Banff Pride Society**  
Community Panel Discussions (Canmore)
- Bow Valley SPCA**  
Spay and Neuter Assistance Program
- artsPlace**  
Mini-Melodies and Youth Arts Collective
- Canadian Vision Care**  
Contribution towards Optometric Training, Malawi
- Canmore & Area Health Care Foundation**  
Wellness programs for patients at the Bow Valley Cancer Centre
- Canmore Community Daycare Society**  
Out of School Program
- Canmore Community High School**  
Academic Scholarships, Art & Woodworking Awards, Green Club Eco-Friendly Projects, Student Volunteer Awards Grades 9 - 12
- Canmore Folk Music Festival Society**  
Voices of the Valley: Indigenous-led multidisciplinary community project
- Canmore Golf & Curling Club**  
Junior Curling Program
- Canmore Golf & Curling Club**  
Junior Golf: Bill Dreger Memorial practice area
- Canmore Wolverines Football**  
Game Recording Equipment

- Canmore Young Adult Network**  
Community Connections: Pasta nights and Civic Engagement Series
- Community Citizenship Scholarships**  
Postgraduate awards for 3 Bow Valley Students
- Exshaw Royal Canadian Legion Branch #179**  
Senior Get-Togethers
- Earth Day**  
Educational Presentation at artsPlace
- Food and Friends Community Dinners**  
Outreach Program of St. Michael's Anglican Church
- Hearts & Hands Foundation**  
"Critical Math Program" in Guatemala
- Homelessness Society of the Bow Valley**  
Hot Meals Program
- Howl Experience**  
Supporting Youth Engagement in ReconciliACTION in the Bow Valley
- Iyarhe Nakoda Food Bank Society**  
Health & Wellness Food Hamper Program
- Kawempe Home Care**  
Palliative care, transport & mental services to children & families, Uganda
- Kindred Hearts**  
Facilities at a Women's Development Centre, Cambodia
- Our Lady of the Snows Catholic Academy**  
Academic Scholarships, OLS Eco-Sustainability Project Seed Funding
- Palliative Care Society of the Bow Valley**  
Dementia Care Team Volunteer Supports Program
- Pine Tree Players**  
2025 Canmore Summer Theatre Festival
- Real Humanitarian**  
Educational opportunities for girls, Ethiopia
- Right to Learn**  
Educational programs for displaced female Afghan refugees, Turkey
- Rocky Mountain Adaptive Sports Centre**  
Outreach Activities in Bow Valley Schools
- Roll-a-Hippo**  
Sponsorship of water carriers from wells to gardens, E. Africa

- Rotary Youth Leadership Annual Conference**  
Sponsorship of Bow Valley Student
- Sara's Children**  
Support for a school associated with Canadian Vision Care, Malawi
- ShelterBox Canada**  
Support to disaster-stricken families worldwide
- Thai Child Development**  
Support programs for impoverished children with disabilities, Thailand
- Three Sisters Scottish Festival Society**  
2025 Canmore Highland Games
- Town of Canmore Arts and Special Events**  
Connecting Community through Culture Program, Reusable Special Event Supplies
- Town of Canmore**  
Recreation- Child & Youth Campership Program
- Ukraine Project (Rotary Clubs in 5 countries including Canada)**  
Hospital medical equipment and supplies, Ukraine
- Water & Sanitation Project, Ghana**  
Addressing health and sanitation issues in Ghana
- Youth Exchange Program**  
11 month Germany student exchange in Canmore
- YWCA Banff**  
Not the End of the World: Earth Week Youth Event 2025

**CANMORE ROTARY FOUNDATION:**

- artsPlace**  
Mini Melodies Youth Arts Initiative
- Banff Sports Medicine Foundation**  
Sponsor a Clinician - Scientist Experience
- Homelessness Society of the Bow Valley**  
Outreach and emergency winter shelter support
- Biosphere Institute of the Bow Valley**  
Harnessing the Power of Food
- Canmore Community Gardening**  
Garden expansion Phase 2
- Canadian Rockies Public Schools - CCHS**  
Post Secondary Indigenous Scholarships
- Nordiq Canada**  
2025 Canadian National Ski Races

