

The Annual



ROTARY CLUB OF CANMORE
Festival of Trees



SPONSORSHIP PACKAGE
2022

The Rotary Club of Canmore and The Malcolm Hotel Present The 13th Annual Rotary Festival of Trees

**Sponsorship Opportunities
December 2 to 31, 2022**

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 a forest of decorated trees and 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 13th Annual Festival of Trees.

A message from the 2022 Rotary of Festival of Trees Chair

2022 has shaped up to be another busy and unique year for our beautiful 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.

Due to the goodwill and generosity of the citizens of Canmore we continue to help many in need throughout the Bow Valley and beyond.

Like many festivals and events, the 13th Annual Rotary Festival of Trees will continue to grow and evolve while presenting holiday events for all in our community. We hope that you will be able to participate with us this Holiday Season.

Our goal in 2022 is to celebrate our community and the businesses, organizations and individuals that make Canmore special.

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 2022 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 \$350				2					
Friends of Rotary \$250				2					
Wreath \$275				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.

**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

Sponsor Reception

Friday December 2

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 9 | 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 11 | 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 14

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 18

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

Sponsor Value \$7500

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 Thursday, December 1.

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 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, 2023.

Judging Categories - New for 2022

- Each Tree entry will self-declare which category below they would like to enter on tree decorating day. Entrants may enter in an additional category for a fee of \$50 (max of 2 categories). 1st, 2nd, and 3rd Prizes will be award in all categories except Best in Show.
- The winning trees and wreaths will be determined by a panel of judges on Friday, December 2.

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

☐ Event Sponsorship | Level & Amount: _____

☐ Company Tree Sponsorship

☐ Non-Profit Tree Sponsorship

☐ Company Wreath Sponsorship

☐ Non-Profit Wreath Sponsorship

Company/Non-Profit Name: _____

Contact Name: _____

Email to be used for payment: _____

Email to be used for communication: _____

Mailing Address: _____

Phone: _____

Method of Payment - Don't forget to complete this area prior to emailing your form!

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

☐ Credit Card Payment

Name on Credit Card: _____

Credit card # _____

Expiry Date: _____ CVS: _____

Address: _____

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

Submit form by e-mail 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.

Rotary Club of Canmore



Canmore Rotary Club
CHARITABLE
FOUNDATION

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

Your Rotary Club of Canmore and Canmore Rotary Club Charitable Foundation support a wide variety of local and international projects that directly contribute to the quality of life in the Bow Valley and in many developing countries.

Through projects with youth, literacy and education, food, water and shelter, humanitarian aid and the environment we work to support the well-being of our world with diversity, equity and inclusion.

GIVING BACK TO OUR COMMUNITIES 2021/2022 - \$206,100

ArtsPlace

Music and creativity classes for youth
Association of Canadian Mountain Guides
Educational video series
Banff Community Food and Friends
Start-up costs for community dinners
Banff Sports Medicine Foundation
"Keeping Kids in Play"
Banff YWCA
Funding for staff and program materials
Biosphere Institute of the Bow Valley
Wildlife Ambassadors online education and training platform
Bow Valley Christmas Spirit Society
Hampers of grocery cards and toys
Bow Valley Music Festival Society
Youth to performance and competition
Bow Valley Refugee Project
Sponsor refugee families to settle locally
Bow Valley Regional Housing
Purchase of large screen TV
Canadian Humanitarian – Ethiopia
Information publication supporting gender equity and the empowerment of girls
Canadian Organization for Children's Education in Pakistan
Education for impoverished children
Canmore Collegiate High School
Synthetic Biology Club and
Truth & Reconciliation Project

Canmore Community Daycare Society

Out of school programming
Canmore Folk Music Festival
Community Celebration Concert and young artist development
Canmore Highland Games
Presenting Celtic culture in Canmore
Canmore & Area Mountain Bike Association
Kids skills development park
Canmore & Area Health Care Foundation
Improvement of the facilities and services
Canmore Community Bike Share Society
Winter biking for youth in the Bow Valley
Canmore Museum
Open Doors Heritage Festival
Canmore Young Adult Network
Youth events and community engagement
Dohdal Organization – Cambodia
Support assistance to language learning
Eating Stones – Kenya
Student scholarships for four students
Educational Partners in Cambodia
4 scholarships to Post Secondary students
Embrace International – Uganda
Improvement of learning outcomes for rural children with disabilities.
Exshaw Community Association
Refurbishment to baseball diamond

Exshaw Legion

Community sports day and BBQ
Homelessness Society of the Bow Valley
Emergency temporary shelter program
Mountain Fire Foods
Meal delivery for those in need
Mountain Grannies of Canmore and Banff
Organization of annual fundraiser
Our Lady of the Snows Catholic Academy
Sustainability: Carbon Off-Setting Program
Partnership with Rotary Club of Cochrane in Pakistan
Community women's organizations
Partnership with Rotary Club of Edmonton in Tanzania
Relocation of an existing street kids home
Pine Tree Players
Accessible outdoor theatre programming
Rotary Leadership Programs
Student leadership & life skills camps
The Rogue Players
Equipment and props storage
Society of Parents of Francophone Education of Canmore
Multimedia art learning laboratory
Spirit North
Jack Rabbits Program
The Compassion Project – Nepal
Safe playgrounds, enhanced classrooms

SHELTERBOX CANADA - Ukraine Urgent Appeal and continued support to disaster-stricken families worldwide
As official project partners in disaster relief, Rotary and ShelterBox are helping to provide life-saving funds for direct delivery of necessary items and equipment to families who are re-building their lives.

rotaryclubofcanmore.ca