

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, 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

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

