

The Rotary Club of Canmore

*Christmas Magic  
in the Mountains*



*The 2nd Annual Festival of Trees*

December 1 - 4, 2011  
Canmore Golf and Curling Club

**2011 Sponsorship Opportunities**



# *The 2nd Annual Festival of Trees*

A special fund raiser towards our local and global communities

## *Christmas Magic in the Mountains*



As our temperatures drop, the daylight hours shorten and snow blankets the mountains – what better way to brighten one's spirit than with a brilliantly decorated tree – complete with twinkling lights, sparkling decorations, musical ornaments and just the right amount of garland?

In keeping with its long-standing commitment to our local and global communities, the Rotary Club of Canmore once again presents a novel event to kick off the holiday season with The Festival of Trees – something in which everyone, regardless of age, background and interests, can take part, contribute to and enjoy.

The Festival of Trees is a community-based holiday celebration with decorated trees and events and activities for the entire family. Trees are donated by sponsors and auctioned and/or raffled to the community.

Funds raised from the Festival of Trees will be used to support The Rotary Club of Canmore's numerous programs and services which benefit so many within our community and abroad. Your support for this worthwhile and fun event is greatly appreciated.



# *The 2nd Annual Festival of Trees*

## Special Event Sponsorship Opportunities

### **School Christmas Crafts Program - Thursday/Friday**

Entry to Festival and snacks for grade one classes from each elementary school in the Bow Valley  
\$500 per school or \$2,500 for all schools (5 schools in total)



### **Sponsorship "Give Thanks" Evening - Thursday 5:30 - 7:30pm**

An early evening affair in appreciation of the sponsors including entertainment, appetizers and beverages  
\$2,000

### **Seniors Tea - Friday 2 - 4pm**

Entry to Festival, tea, desserts and entertainment for seniors visiting from various Canmore facilities  
\$1,000



### **Public Children's Event, Saturday 10am - 3:30pm**

A Saturday Christmas craft session including entry to Festival, crafts, snacks and activities for the kids  
\$2,000 (or two donations of \$1,000)

### **Festival Bonspeil - Saturday all day**

A special bonspeil to celebrate the season...teams of four will bring their best to this fun bonspeil.  
\$1,000

### **Spirits of Christmas - Saturday 7 - 11pm**

Adult Cocktail evening and entertainment

Platinum \$3,000 covers full event,

Or three separate sponsorship levels: Gold - \$1,500, Silver - \$1,000, Bronze - \$500



### **Breakfast with Santa - 2 Seatings on Sunday - 9 - 10:30am, 11am - 12:30pm**

Entrance to Festival, breakfast with Santa, entertainment and special professional photo with Santa  
\$1,000

# *The 2nd Annual Festival of Trees*

## Unique Sponsorship Opportunities

### **Outdoor Light/Animation Show - 4-Day Duration of the Event**

Outside deck of clubhouse, and trees/path leading to the proshop for the duration of the event  
\$2,000 +

### **Cookie and Hot Chocolate Sponsor**

Sponsor cookies and hot chocolate for the kids and adults during the 4-day festival.  
Daily Sponsorship \$500 or entire event

### **Entertainment Sponsor**

Entertainment is what brings people out...we intend to offer non-stop entertainment of various genres with all performances geared to a Christmas theme.

Platinum \$3,000 covers full event,

Or three separate sponsorship levels: Gold - \$1,500, Silver - \$1,000, Bronze - \$500

## Silent Auction Items

### **Silent Auction Items will be displayed throughout the Festival**

You can choose to donate your own item or donate \$100 to \$1,000 for an item to be purchased by our committee. These items should have a holiday and/or family theme.

As a silent auction Sponsor, you will receive the sponsorship benefits corresponding to the fair market value of your donated item.

## Raffle Items

### **Raffle Items will be displayed for entire Festival**

You may sponsor a premier raffle item to be displayed for the entire Festival. Sponsorship level will correspond to fair market value of your donated item.

# The 2nd Annual Festival of Trees

## Trees

As the main draw of the 4-day Festival, you can use this unique opportunity to have your company on display for 4 days! The estimated value of this contribution would be \$500 - \$1000. You can sponsor a tree in two different ways:

1. Decorated Tree Donation
  - Large Tree - 9'
  - Medium Tree - 7'
  - Small Tree - 5'
2. Sponsor a Designer Tree - Have your tree designed by an Interior Design professional - \$100 service fee applies.



Sponsors are responsible for purchasing tree and decorating their tree. We request for delivery purposes that you purchase an artificial pre-lit tree. Trees will be sold by Silent Auction and/or Raffle and will be displayed during the entire Festival.

As a Tree Sponsor, you will receive individual signage at your tree along with the sponsorship benefits corresponding to the fair market value of the donation.



**Contact the Rotary Club of Canmore for more information regarding any of these superb opportunities:**

**Michelle Sturrock, Event Chair | 403-609-8764 | michelle@stonewaters.com**

## Sponsorship Levels

Benefits	\$3,000+	\$2,000-\$2,999	\$1,000-\$1,999	\$500-\$999	Christmas Tree \$500-\$999	Up to \$400
Banner prominently displayed with your company name and logo	10' x 2'	8' x 2'	6' x 2'	4' x 2'	Colour signage at each tree	
Sponsorship Appreciation Evening	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets	2 tickets
General Admission Tickets	Family pass*	Family pass*	Family pass*	Family pass*	Family pass*	Family pass*
Company name shown at event and in post-event ad	Yes	Yes	Yes	Yes	Yes	Yes

\*Family pass is maximum 6 people

**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.

# *What is the Rotary Club of Canmore about?*

The Rotary Club of Canmore is one of more than 33,000 clubs which put 'Service Above Self' in more than 200 countries. The 88 members of the Rotary Club of Canmore are part of the 1.2 million Rotarians worldwide forming a global network of business, professional and community leaders volunteering their time and talents to serve their communities.

The Rotary Club of Canmore has raised over one million dollars over the past 20 years to support a wide variety of local projects - each serving to raise the profile of Canmore internationally as well as help individuals and local community groups tackle activities which contribute to the quality of life and living in the Bow Valley.

Rotary has a major focus on youth and helping our local and global communities. Each year the Rotary Club of Canmore provides prizes to deserving students in all our schools recognizing their outstanding achievement in citizenship as well as academic, vocational and artistic pursuits.

As the major sponsor of the Canadian Rockies Regional Science Fair, Rotary encourages young people to excel in the sciences and they are at provincial and national levels!

The Club participates in Rotary Youth Exchange where a high school student from Canmore is sponsored to spend a year abroad, most recently in Japan. As well we host a high school student from abroad here in Canmore - this year from Switzerland.

The Rotary Club of Canmore collaborates with other agencies and sponsors on the popular "Build a Better Business - Learn at Lunch" series which targets issues of interest to businesses in our community and covers a wide range of topics at meetings over lunch at the Canmore Golf and Curling Club.

Financial and volunteer support to community groups and their activities has been a hallmark of the Club - including Rotary's Canada Day Breakfast, the Canmore Folk Music Festival, the Canmore Highland Games and World-Cup cross-country and biathlon events. The Club is most proud of its support for those community activities which fly under the radar - including sponsorship of soccer and hockey teams, recognizing veterans and acknowledging local residents who make outstanding contributions to our community and its fabric.

The tremendous support Rotary enjoys in Canmore has allowed the Club to undertake a number of Legacy Projects which provide lasting services and facilities in our Town. Along with other community agencies, the Rotary Club of Canmore has been a partner in the expansion of the Bow River Senior's Lodge and the enhancement to Rotary Friendship Park and the Canmore Library. We have made significant financial contributions to the Canmore Hospital Cancer Treatment Centre and Canmore Rotary House, each providing much-needed community resources for individuals in special need and distress.

To learn more about Rotary International - the oldest service organization in the world - and its effective program to end polio and its reach into all corners of the globe - go to the Rotary Club of Canmore website at [www.clubrunner.ca/canmore](http://www.clubrunner.ca/canmore).

