



# 2025 SPONSORSHIP GUIDE

**November 14–16, 2025**

Suncor Community Leisure Centre at MacDonald Island Park



# MESSAGE

## From the Health Foundation

Dear Friends,

This year marks a milestone for the Northern Lights Health Foundation—40 years of advancing healthcare excellence in our region. It's a legacy built on community trust, unwavering support, and a shared belief in the power of giving. For four decades, we've stood alongside patients, families, healthcare professionals, and donors—working together to create real, lasting impact.

Equally woven into that legacy is the Festival of Trees, now in its 36th year. What began as a local celebration has become one of our region's most cherished holiday traditions. The Festival is more than lights and laughter—it's a showcase of community generosity, creativity, and spirit, raising critical funds for health priorities that touch every life in Wood Buffalo.

As Executive Director, I've had the privilege of seeing firsthand how this event transforms not just our venues, but our sense of connection. Each beautifully crafted tree, every child's giggle, every act of giving reminds us of why we do this work.

I invite you to be part of this legacy.

Whether by becoming a sponsor, designing a signature Live Auction Tree, or donating time, talent, or gifts-in-kind—your contributions fuel our mission. If you are new to sponsoring Festival of Trees please give us a call and we can align sponsorship to an area that best highlights your support. And to all of our returning sponsors, we can't wait to work with you again and share the joy of Festival with our community!

Together, let's make this a Festival to remember. Let's honour the past, elevate the present, and invest in the health of future generations.

With deep appreciation,



**Vanessa MacNevin**  
*Executive Director*







# SCHEDULE

## of Events

### Friday, November 14

#### Winter Wonderland Tree Viewing & Silent Auction

2 p.m. – 5 p.m.  
(entry by donation)

#### Ugly Christmas Sweater Party

8 p.m. – 1 a.m.  
(ticketed event)

### Saturday, November 15

#### Santa's Village

10 a.m. – 5 p.m.  
(passports for purchase at venue)

#### Teddy Bear Hospital (Incl. with Santa's Village)

10 a.m. – 5 p.m.  
(bring your own bear, bear purchase available)

#### Photos with Santa

10 a.m. – 5 p.m.  
(optional passport add-on)

#### Winter Wonderland Tree Viewing & Silent Auction

9 a.m. – 3 p.m.  
(entry by donation)

#### Community Concerts – Celebration of the Season in Music and Dance

9 a.m. – 3 p.m.  
(included with entry donation)

#### Festival of Trees Gala

*Presented by Suncor*  
7 p.m. – 1 a.m.  
(ticketed event)

### Sunday, November 16

#### Santa's Village

10 a.m. – 5 p.m.  
(passport for purchase at venue)

#### Photos with Santa

Starts at 12:30 p.m.  
(optional passport add-on)

#### Teddy Bear Hospital (Incl. with Santa's Village)

10 a.m. – 5 p.m.  
(bring your own bear,  
bear purchase available)

#### Community Concerts – Celebration of the Season in Music and Dance

10 a.m. – 12 p.m.  
(included with entry donation)

#### Winter Wonderland

#### Tree Viewing & Silent Auction

10 a.m. – 12 p.m.  
(entry by donation)

#### Christmas Family Fun With Santa

10 a.m. – 12 p.m.  
Storytime with Santa at 11 a.m.  
(entry by donation)

#### Super Mom Hero Son Ball

*Presented by United Rentals*  
2 p.m. – 4 p.m.  
(ticketed event)

#### Daddy Daughter Sugar Plum Fairy Ball

6 p.m. – 8 p.m.  
(ticketed event)

*Winter*  
WONDERLAND

UGLY  
CHRISTMAS  
Sweater PARTY

  
Teddy Bear  
HOSPITAL

  
Community Concerts

The Northern Lights Health Foundation's  
FESTIVAL OF TREES  
*Gala*  
PRESENTED BY  
SUNCOR

CHRISTMAS  
**Family**  
**Fun** with Santa

*Daddy*  
*Daughter*  
★ SUGAR PLUM FAIRY BALL ★

Super Mom  
**Hero**  
**Son**  
★ BALL ★  
PRESENTED BY  
United  
Rentals

  
SANTA'S  
**Village**

# PRESENTING

SPONSOR



The Northern Lights Health Foundation's Festival of Trees, presented by Suncor, is a cherished holiday tradition. We invite you to join the magic and help make a lasting impact in our region by sponsoring this year's event.

# SPONSORSHIP

## OPPORTUNITIES

Sponsors bring the magic of Christmas to the community through financial contributions, in-kind gifts, or decorated tree commitments. Your sponsorship will be recognized through weeks of event marketing, social media advertising, and event tickets. Additionally, sponsors will be acknowledged at the venue with logo placement in your area of support and through presentations on projection screens.

Your support is vital to ensuring all the elements are in place for a three-day extravaganza of family and adult seasonal enjoyment. We look forward to showcasing your financial and in-kind contributions at the 2025 Festival of Trees – join us as a sponsor today!



**Festival of Trees**  
TREE PROGRAM



# SPONSORSHIP RECOGNITIONS

We welcome sponsorships at all levels and will work with you to ensure your company is well represented.

***Your continued support is vital to our cause!***

	Titanium Sponsor \$50,000	Platinum Sponsor \$25,000	Diamond Sponsor \$20,000	Ruby Sponsor \$15,000	Sapphire Sponsor \$10,000	Emerald Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$3,500	Star Sponsor \$2,500
Ugly Christmas Sweater Party Tickets	12	10	10	10	8	6	4	4	2
Festival of Trees Gala Tickets	24	16	12	8	6	4	4	2	2
Daddy Daughter Sugar Plum Fairy Ball Tickets*	3	2	2	1	1	1			
Super Mom Hero Son Ball Tickets*	3	2	2	1	1	1			
Stage presence at Weekend Event	●	●	●						
VIP Company Photo opportunity (at event of your choice)	●	●	●	●					
Special mention in Annual Donor Impact Report	●	●	●	●					
Guest Greetings at Specified Event	●	●	●	●	●				
Company logo displayed in applicable event area	●	●	●	●	●	●	●	●	●
Company logo displayed on weekend logo slideshow	●	●	●	●	●	●	●	●	●
Company logo displayed on NLHF website	●	●	●	●	●	●	●	●	●
Social Media recognition (Facebook, Twitter, LinkedIn)	●	●	●	●	●	●	●	●	●
First right of refusal for 2026 Event	●	●	●	●	●	●			
Volunteer opportunities for employees	●	●	●	●	●	●	●	●	●

\*Each ticket for the Daddy Daughter and Mom Son events is valid for one adult and one child



# MONETARY

## SPONSORSHIP OPPORTUNITIES

### **Titanium Entertainment Sponsor: \$50,000**

One of the signature features of the Festival of Trees is the non-stop energy and entertainment throughout the weekend. From live music and DJs to performances by local choirs and musicians, the atmosphere is nothing short of magical.

We are currently seeking a Titanium Entertainment Sponsor to help bring three unforgettable days of entertainment to life at the 2025 Festival of Trees. This is a unique opportunity to align your brand with one of the region's most beloved events and support a cause that touches the entire community.

Interested in taking the stage as our Entertainment Sponsor? Contact us today to learn more.

### **Platinum Sponsor: \$25,000**

The Festival of Trees is a showcase of high-impact design and atmospheric storytelling. As a Platinum Sponsor, your support powers the core production experience—from staging and sound to lighting and layered visuals. This is your opportunity to align with the most visually captivating moments of the Festival, ensuring your brand is seen, felt, and remembered throughout the weekend's headline events.

- Platinum AV & Production
- Platinum Lighting & Décor
- Platinum Santa's Elves Volunteer





# MONETARY

## SPONSORSHIP OPPORTUNITIES

### Diamond Sponsor: \$20,000

Held across two fieldhouses in the Suncor Community Leisure Centre, the Festival of Trees offers two unique and festive settings for all ages. Winter Wonderland is the home of beautifully decorated trees, the silent auction, and signature events. Here, you can enjoy the Ugly Christmas Sweater Party, the Festival Gala and Live Auction, the Daddy Daughter Ball, Super Mom Hero Son Ball, Storytime with Santa, and community concerts.

Right next door, Santa's Village features Christmas crafts and activities, the Teddy Bear Hospital, and photos with Santa.

- Diamond Santa's Village
- Diamond Winter Wonderland

*Winter*  
WONDERLAND



### Ruby Sponsor: \$15,000

- Festival Tree & Live Auction Program (Presented by Suncor)
- Christmas Family Fun with Santa
- Teddy Bear Hospital
- Ugly Christmas Sweater Party



**Festival of Trees**  
TREE PROGRAM

PRESENTED BY  
**SUNCOR**



CHRISTMAS  
**Family**  
**Fun** with Santa

**UGLY**  
CHRISTMAS  
**Sweater** PARTY



# MONETARY

## SPONSORSHIP OPPORTUNITIES

### Sapphire Sponsor: \$10,000

- Daddy Daughter Sugar Plum Fairy Ball
- Stocking Stuffer 50/50 Raffle (Presented by CNOOC)
- Community Concerts & Performances
- Tree of Hope
- Photos with Santa
- Festival Gala
- Festival Gala Chef Stations



### Emerald Sponsor: \$7,500

- Festival Gala Welcome Cocktails
- Festival Gala Hors d'oeuvres
- Festival Gala Bars
- Ugly Christmas Sweater Party Bars
- Ugly Christmas Sweater Party Stage
- Weekend Long Silent Auction Vignettes (Presented by Gregg Distributors)
- Super Mom Hero Son Ball (Presented by United Rentals)

Get ready for another unforgettable afternoon of adventure and imagination—the Super Mom Hero Son Ball is back! Returning as part of the Festival of Trees weekend, this high-energy event takes place on Sunday afternoon, November 16.

Inspired by the beloved Sugar Plum Fairy Ball, this magical event invites moms and sons to team up for an action-packed afternoon of hero challenges, dancing, themed photo ops, and memorable surprises.

Don't miss your chance to make memories that will last a lifetime!



### Gold Sponsor: \$5,000

- Festival Gala Centerpieces
- Ugly Christmas Sweater Party Photo Booth
- Festival of Trees Gala Photo Booth
- Daddy Daughter Sugar Plum Fairy Ball Photo Booth
- Daddy Daughter Sugar Plum Fairy Ball Crafts
- Daddy Daughter Sugar Plum Fairy Ball Culinary Creations
- Super Mom Hero Son Ball Hero Challenges
- Super Mom Hero Son Ball Culinary Creations
- Super Mom Hero Son Photo Booth

### Silver Sponsor: \$3,500

- Santa's Village (Workshop Crafts) - SMS Equipment
- Santa's Village (Fish Pond)
- Santa's Village (Reindeer Stables)
- Santa's Village (Peppermint Post Office)
- Santa's Village (Elf School)

### Star Sponsor: \$2,500

- Unlimited



# GIFT IN KIND SPONSORSHIP

## OPPORTUNITIES

Gift-in-Kind sponsorship is vital to the success of Festival of Trees. GIK Sponsors receive the same recognition package as monetary sponsors while ensuring that important décor, auction, logistical, and core elements are provided at no cost to the Foundation. The Health Foundation is seeking goods and services to support our Festival of Trees fundraising efforts.



The tree program is the central element of Festival of Trees and, as we have seen in the past, tree decorators are endlessly creative, and each year offers unique trees for auction purchase. Trees can be submitted by community groups, businesses, individuals, schools, service organizations, and friends and families. Trees at all values will be gratefully accepted and are expected to bring a great deal of bidding action at the Festival Gala. Tree value will be capped at \$20,000 for GIK Sponsorship Recognition purposes and proof of value must be submitted.

All trees must be registered with the Health Foundation by October 18, 2025, and trees must be set up at the venue on November 12 and 13.



Silent auction and raffle items are a valuable part of the Festival and generate much enjoyment for all guests. Your contributions of gift-in-kind items are a great way to engage with the community and support the Foundation. Gift-in-Kind items of Christmas décor, sports memorabilia, home décor, and home maintenance tools make great silent auction items. Also, submissions of travel packages, vouchers for local services, dining options, health and fitness, apparel, family experiences and sport tickets are welcome additions to the auction and raffle packages.

- **Volunteer meals and beverages**

Help keep our volunteers fueled and energized by providing meals, snacks, hot and cold beverages, or food gift certificates.

- **Technical services and logistic services**

Festival has a lot of moving parts – and a lot of parts that need moving! You can help by donating expertise and services aligned to our specific needs.

\*Donated goods and services will be accepted, valued, and used at the discretion of the NLHF

\*Value of goods and services must be confirmed by November 3 to receive recognition.

With a limit of 25 trees and spaces filling up quickly, please contact Jacqui at 780-788-1559 or Jacqueline.Parlee@ahs.ca for further details and to arrange your live auction tree submission.







# SPONSORSHIP AGREEMENT

**YES, WE WOULD LIKE TO SPONSOR FESTIVAL OF TREES 2025**

Titanium Sponsor \$50,000

Sapphire Sponsor \$10,000

Silver Sponsor \$3,500

Platinum Sponsor \$25,000

Emerald Sponsor \$7,500

Star Sponsor \$2,500

Diamond Sponsor \$20,000

Gold Sponsor \$5,000

Ruby Sponsor \$15,000

Or, I commit to contributing GIK (item or service) \$

- Sponsorship deadline for inclusion in recognition program is November 3, 2025
- Sponsorship payment can be made by credit card over the phone or by direct deposit or via cheque to the Health Foundation office.  
Payment deadline is November 3, 2025

Company Name (As you would like to be recognized)

Contact Name and Title

Telephone Number

Email Address

Address

City

Province

Postal Code

By signing, I agree to sponsor Festival of Trees 2025 as indicated above:

Signature

Date

Return to:

Stephanie MacKenzie, Fund Development, Community Initiatives and Events Officer, Northern Lights Health Foundation  
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