



2026 SPONSORSHIP GUIDE

November 13th -15th, 2026

Suncor Community Leisure Centre at MacDonald Island Park



Northern Lights Health Foundation
7 Hospital Street Fort McMurray, AB T9H 1P2
Office: 780-791-6041
Charitable Registration Number: BN 107395030 RR0001
Incorporated in Alberta March 1985





A MESSAGE

From the Northern Lights Health Foundation

Dear Community Partners,

For nearly four decades, Festival of Trees has united our community around a shared purpose: strengthening healthcare close to home.

Nearly 40 years later, Festival of Trees has grown into one of the region's largest and most cherished community events, welcoming more than 10,000 attendees through a series of events and experiences designed for all ages. From family-focused activities to signature fundraising celebrations, Festival of Trees brings our community together while inspiring generosity and connection throughout the holiday season.

Through the support of sponsors, donors, volunteers, and attendees, Festival of Trees helps fund vital healthcare equipment, programs, and enhancements that benefit patients and families throughout our region. Your partnership helps ensure that healthcare providers have access to resources beyond what traditional funding alone can provide, creating lasting benefits for those who rely on local healthcare services.

As we prepare for another memorable Festival of Trees season, we invite you to be part of this longstanding tradition and help transform community generosity into better healthcare for our region.

Together, we can continue investing in healthcare close to home and improving the lives of patients and families throughout our region.

Sincerely,

Vanessa MacNevin
Chief Executive Officer



SCHEDULE

of Events

Friday, November 13th

Winter Wonderland

Tree Viewing & Silent Auction
Hours: 2 pm – 5 pm
Price: Donation

Featured Event

Ugly Christmas Sweater Party
Hours: 8 pm – 1 am
Ticket Required

Saturday, November 14th

Santa's Village

Hours: 10 am – 5 pm
Price: \$20 Per Child
Admission Includes:
• Crafts & Activities
• Teddy Bear Hospital
Additional Cost:
• Photos with Santa
Hours: 10 am - 5 pm

Winter Wonderland

Hours: 9 am - 3 pm
Price: Donation
Admission Includes:
• Tree Viewing & Silent Auction
• Community Concerts - Celebrate the Season in Music and Dance

Featured Event

Festival of Trees Gala
presented by Suncor
Hours: 7 pm - 1 am
Ticket Required

Sunday, November 15th

Santa's Village

Hours: 10 am - 5 pm
Price: \$20 Per Child
Admission Includes:
• Crafts & Activities
• Teddy Bear Hospital
Additional Cost:
• Photos with Santa
Hours: 12:30 pm - 5 pm

Winter Wonderland

Hours: 10 am - 12 pm
Price: Donation
Admission Includes:
• Tree Viewing & Silent Auction
• Community Concerts - Celebrate the Season in Music and Dance
• Christmas Family Fun with Santa

Featured Events

Super Mom Hero Son Ball
Hours: 2 pm - 4 am
Ticket Required

Daddy Daughter Sugar Plum Fairy Ball
Hours: 6 pm - 8 am
Ticket Required



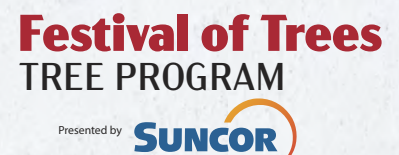


PRESENTING

Sponsor



The Northern Lights Health Foundation's Festival of Trees, presented by Suncor, fills the holiday season with community spirit, generosity and celebration. We invite you to join the magic in 2026 and help make a lasting impact in our region by sponsoring this year's event.



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	6	6	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	●	●	●						
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 2027 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 2026 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

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 Sponsor

\$20,000

- Diamond Santa's Village
- Diamond Winter Wonderland

Ruby Sponsor

\$15,000

- Festival Tree & Live Auction Program
- Christmas Family Fun with Santa
- Teddy Bear Hospital
- Ugly Christmas Sweater Party

Sapphire Sponsor

\$10,000

- Daddy Daughter Sugar Plum Fairy Ball
- Stocking Stuffer 50/50 Raffle
- Community Concerts & Performances
- Tree of Hope
- Photos with Santa
- 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
- Super Mom Hero Son Ball



MONETARY

Sponsorship Opportunities

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)
- 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.

Winter
WONDERLAND

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 packs.



Volunteer meals and beverages

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

Technical 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 3rd to receive recognition.

Gift-in-Kind Donation

We gratefully accept gift-in-kind donations. To issue a charitable tax receipt, we must receive documentation confirming the item's fair market value, such as an invoice or appraisal. Once verified, we will provide a tax receipt for the confirmed amount.

I would like to donate a gift-in-kind

Item Description

Item Value:

Signature:



SPONSORSHIP AGREEMENT

YES, WE WOULD LIKE TO SPONSOR THE FESTIVAL OF TREES 2026

Titanium Sponsor \$50,000

Ruby Sponsor \$15,000

Gold Sponsor \$5,000

Platinum Sponsor \$25,000

Sapphire Sponsor \$10,000

Silver Sponsor \$3,500

Diamond Sponsor \$20,000

Emerald Sponsor \$7,500

Star Sponsor \$2,500

Company Name (as you would like to be recognized)

Contact Name and Title

Phone Number

Email Address

Address

City

Province

Postal Code

By signing, I agree to sponsor the Festival of Trees 2026 as indicated above

Signature

Date

Payment Options

CHEQUE*

**Please note – a 2% processing fee applies to sponsorship payments made online using a credit card.
Payment deadline is November 3rd, 2026**

SEND INVOICE

CREDIT CARD

*If paying by cheque, please make payable and mail to:
Northern Lights Health Foundation, 7 Hospital St, Fort McMurray, AB T9H 1P2

Return to:
Chelsea Peters, Fund Development Officer, Northern Lights Health Foundation,
Phone (780) 791-6041 Cell (905) 741-1048, Email: Chelsea.peters@ahs.ca

