

SPONSOR PACKAGE



VANCOUVER CHRISTMAS  
TREE LIGHTING  
CELEBRATION

PRESENTED BY



LIVE WELL® | WORK WELL®

## ABOUT THE EVENT

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**\$1.2M**

Dollars raised



**100+**

Sponsors



**25+**

Vendors



**100,000+**

Viewers



**1**

Santa Claus

**VANCOUVER ART GALLERY  
DECEMBER 1, 2023 AT 6PM**

## TREE LIGHTING CELEBRATION

The Annual Vancouver Christmas Tree Lighting Celebration presented by Amazon continues to be one of the biggest community holiday events in downtown Vancouver. This celebration brings visitors together to view the tree lighting and marks the start of the holiday season. Warm your hands and heart with free hot chocolate as you soak up the live music and entertainment on stage. Plus, meet and greet with the big man himself, Santa Claus!

The projected attendance for the 2023 Vancouver Christmas Tree Lighting Celebration is anticipated to be well over 100,000 viewers through an in-person event and a live TV broadcast. The tree will stay lit at the Vancouver Art Gallery for the remainder of the holiday season, to serve as a symbol of hope and joy for the residents of Vancouver.





THE TREE

**76** FEET TALL

**100,000** BULBS

**3 MILLION**

VISITORS DURING THE HOLIDAYS



# BECOME A SPONSOR

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## WE VALUE YOUR CONTRIBUTION

Help us to give back to the people of Vancouver with this free public holiday event highlighting local charities and their efforts in our community. Your generous support will provide funding for many great community projects such as; BC Children's Hospital Foundation and the Vancouver International Children's Festival. 100% of the proceeds from the Vancouver Christmas Tree Lighting Celebration are put directly back into our community.

Last year with the help of our loyal sponsors we were able to have a record-breaking year for donations and over the past four years have raised over \$1.4M. We look forward to continuing this success through 2023.

Full details regarding the levels of Sponsorship are enclosed in this package. Sponsorship deadline is November 4, 2023.



## OUR VALUED CHARITIES

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Over the years several local and international charities have raised money in order to enrich the lives of people and their communities. The Vancouver Tree Lighting has donated charitably to numerous organizations including B.C. Children's Hospital, Vancouver International Children's Festival, and Honour House.

### B.C. CHILDREN'S HOSPITAL

Since 1982, BC Children's Hospital Foundation has worked with children, families, caregivers and hundreds of thousands of British Columbians to raise funds to support BC Children's Hospital, Sunny Hill Health Centre for Children and BC Children's Hospital Research Institute.

Your donation will fund the groundbreaking research and advanced technologies that are needed to conquer childhood illnesses.

### VANCOUVER INTERNATIONAL CHILDREN'S FESTIVAL

The longest running professional performing arts festival for young audiences, and the first of its kind in North America & Europe, the Vancouver International Children's Festival presents the world's finest music, theatre, dance, puppetry, acrobatics and storytelling, as well as creative arts activities for the entire family. Families come to Granville Island from near and far to experience this extraordinary annual arts festival created specifically for children and families.

### HONOUR HOUSE

Honour House is a refuge, a "home away from home" for members of our Canadian Armed Forces, Veterans, Emergency Services Personnel and their families to stay, completely free of charge, while they are receiving medical care and treatment in the Metro Vancouver area.



## SPONSOR BENEFITS SUMMARY

RECOGNITION LEVELS	BRONZE SPONSOR (\$3,000)	SILVER SPONSOR (\$7,500)	GOLD SPONSOR (\$15,000)	PLATINUM SPONSOR (\$25,000)	TITLE SPONSOR (\$40,000)
PUBLIC APPEARANCE / PHOTO OPPORTUNITY AT EVENT					
MEDIA ACKNOWLEDGEMENT					
LOGO RECOGNITION ON EVENT SIGNAGE					
LOGO RECOGNITION ON TREE BANNER					
LOGO RECOGNITION ON WEBSITE					
LOGO RECOGNITION ON SOCIAL MEDIA					
THANK YOU SPONSOR EBLAST					

\*AREAS SHADED IN RED REFLECT WHAT IS INCORPORATED IN EACH SPONSORSHIP LEVEL



## TITLE SPONSOR

\$40,000

### EXCLUSIVE RECOGNITION

- COMPANIES LOGO WILL BE INCLUDED ON ALL TREE LIGHTING EVENT PROMOTIONAL MATERIAL AND ADVERTISING AS "TITLE SPONSOR"
- SPEAKING OPPORTUNITIES AT THE EVENTS OPENING REMARKS
- THANK YOU MENTION AT THE EVENT

### PRINT AND MEDIA RECOGNITION

COMPANY LOGO WILL BE FEATURED ON THE FOLLOWING:

- PRINT AND PROMOTIONAL MATERIALS (EVENT FENCE SIGNAGE, NEWSPAPER ADS, MEDIA KIT)
- SOCIAL MEDIA RECOGNITION
- LOGO ON TREE LIGHTING WEBSITE WITH LINK TO COMPANIES OWN WEBSITE
- LOGO ON TREE PERIMETER FENCE
- LOGO ON STAGE BANNER
- LOGO ON TREE LIGHTING BUTTON
- THANK YOU EBLAST

### ADDITIONAL BENEFITS

- INVITATION FOR 10 GUESTS TO ATTEND THE VIP TENT AT THE EVENT





## PLATINUM SPONSOR \$25,000

### EXCLUSIVE RECOGNITION

- THANK YOU MENTION AT THE EVENT

### PRINT AND MEDIA RECOGNITION

COMPANY LOGO WILL BE FEATURED ON THE FOLLOWING:

- LOGO ON TREE LIGHTING WEBSITE WITH LINK TO COMPANIES OWN WEBSITE
- SOCIAL MEDIA RECOGNITION
- LOGO ON TREE PERIMETER FENCE
- LOGO ON STAGE BANNER
- LOGO ON TREE LIGHTING BUTTON
- THANK YOU EBLAST

### ADDITIONAL BENEFITS

- INVITATION FOR 10 GUESTS TO ATTEND THE VIP TENT AT THE EVENT





## BEVERAGE SPONSOR \$17,500

### EXCLUSIVE RECOGNITION

- THANK YOU MENTION AT THE EVENT
- LOGO ON BANNER AROUND BEVERAGE VENDOR

### PRINT AND MEDIA RECOGNITION

COMPANY LOGO WILL BE FEATURED ON THE FOLLOWING:

- SOCIAL MEDIA RECOGNITION
- THANK YOU EBLAST

### ADDITIONAL BENEFITS

- INVITATION FOR 5 GUESTS TO ATTEND THE VIP TENT AT THE EVENT



**GOLD SPONSOR**

**\$15,000**

**PRINT AND MEDIA RECOGNITION**

COMPANY LOGO WILL BE FEATURED ON THE FOLLOWING:

- LOGO ON TREE LIGHTING WEBSITE WITH LINK TO COMPANIES OWN WEBSITE
- SOCIAL MEDIA RECOGNITION
- LOGO ON TREE PERIMETER FENCE
- THANK YOU EBLAST





## SILVER SPONSOR

\$7,500

### PRINT AND MEDIA RECOGNITION

COMPANY LOGO WILL BE FEATURED ON THE FOLLOWING:

- SOCIAL MEDIA RECOGNITION
- LOGO ON TREE PERIMETER FENCE
- THANK YOU EBLAST

## BRONZE SPONSOR

\$3,000

### PRINT AND MEDIA RECOGNITION

COMPANY LOGO WILL BE FEATURED ON THE FOLLOWING:

- SOCIAL MEDIA RECOGNITION
- LOGO ON TREE PERIMETER FENCE
- THANK YOU EBLAST







VANCOUVER TREE LIGHTING 2020 - ART GALLERY SQUARE



# 2022 SPONSORS

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## Platinum Sponsors



## Gold Sponsors



## Silver Sponsor



## Bronze Sponsors







17TH ANNUAL VANCOUVER CHRISTMAS TREE LIGHTING  
DATE TBD  
VANCOUVER ART GALLERY

[TRELIGHTINGVANCOUVER.COM](http://TRELIGHTINGVANCOUVER.COM)

