

SPONSOR PACKAGE



VANCOUVER CHRISTMAS
TREE LIGHTING
CELEBRATION

PRESENTED BY

AMACON

LIVE WELL. | WORK WELL.

ABOUT THE EVENT



\$2M+

Money raised



100+

Cumulative Sponsors



30,000+

Cups of Hot Cocoa



100,000+

Viewers



1

Santa Claus

**VANCOUVER ART GALLERY
NOVEMBER 27, 2026 AT 6PM**

TREE LIGHTING CELEBRATION

Now in its 20th year, the 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 mark the start of the holiday season. Warm your hands and heart with complimentary hot cocoa 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 2026 Vancouver Christmas Tree Lighting Celebration is over 100,000 viewers through an in-person event and a live 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

WE VALUE YOUR CONTRIBUTION

Help us 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, the Vancouver International Children's Festival, and Honour House. 100% of the proceeds from the Vancouver Christmas Tree Lighting Celebration are put directly back into our community.

Last year, thanks to our loyal sponsors, we had a record-breaking year for donations, bringing our five-year total to more than \$2 million. We look forward to continuing this success in 2026.

Full details regarding the levels of sponsorship are enclosed in this package.

The sponsorship deadline is November 11, 2026.



OUR VALUED CHARITIES

Over the years, the Vancouver Christmas Tree Lighting Celebration has raised funds for local charities that enrich the lives of people across our community, including BC Children's Hospital Foundation, the Vancouver International Children's Festival and Honour House.

BC CHILDREN'S HOSPITAL FOUNDATION

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 and 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.



TITLE SPONSOR

\$50,000

EXCLUSIVE RECOGNITION

- Company's logo will be included on all Tree Lighting event promotional material and advertised as the "Title Sponsor"
- Speaking opportunities during the event's opening remarks
- "Thank-you" mention at the event
- Public appearance and photo opportunity at the event

PRINT & MEDIA RECOGNITION

- Company's 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 company's own website
 - Logo on tree perimeter fence, stage banner, and on the 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
- Public appearance and photo opportunity at the event

PRINT & MEDIA RECOGNITION

- Company logo will be featured on the following:
 - Logo on Tree Lighting website with link to company’s own website
 - Logo on tree perimeter fence, stage banner, and on the tree lighting button
 - Social media recognition
 - “Thank-you” eBlast

ADDITIONAL BENEFITS

- Invitation for 10 guests to attend the VIP tent at the event



VIP TENT SPONSOR (1 SPONSOR)

\$20,000

EXCLUSIVE RECOGNITION

- “Thank-you” mention at the event
- Logo on banner around beverage vendor

PRINT & MEDIA RECOGNITION

- Company’s logo will be featured on the following:
 - Logo on Tree Lighting website with link to company’s own website
 - Logo on tree perimeter fence
 - Social media recognition
 - “Thank-you” eBlast

ADDITIONAL BENEFITS

- Invitation for 5 guests to attend the VIP tent at the event



GOLD SPONSOR

\$15,000

EXCLUSIVE RECOGNITION

- “Thank-you” mention at the event
- Public appearance and photo opportunity at the event

PRINT & MEDIA RECOGNITION

- Company’s logo will be featured on the following:
 - Logo on Tree Lighting website with link to company’s own website
 - Social media recognition
 - Logo on tree perimeter fence
 - “Thank-you” eBlast

SILVER SPONSOR

\$7,500

PRINT & MEDIA RECOGNITION

- Company’s logo will be featured on the following:
 - Logo on Tree Lighting website with link to company’s own website
 - Social media recognition
 - Logo on tree perimeter fence
 - “Thank-you” eBlast



BULB SPONSOR (1 SPONSOR)

\$5,000

HELP KEEP THE MAGIC GOING

With more than 100,000 sparkling bulbs illuminating our Christmas tree, every light plays a part in creating a magical holiday experience for our community.

Your donation as a Bulb Sponsor will help keep the tree shining brightly throughout the holiday season by supporting the ongoing maintenance of the display and the replacement of burnt-out bulbs.

Together, we can keep the magic glowing, one bulb at a time.

PRINT & MEDIA RECOGNITION

- Company's logo will be featured on the following:
 - Logo on merchandise that will be distributed at the event
 - Social media recognition
 - Logo on Tree Lighting website with link to company's own website
 - Logo on tree perimeter fence
 - "Thank-you" eBlast



BRONZE SPONSOR

\$3,000

PRINT & MEDIA RECOGNITION

- Company's logo will be featured on the following:
 - Social media recognition
 - Logo on Tree Lighting website with link to company's own website
 - Logo on tree perimeter fence
 - "Thank-you" eBlast

SANTA'S HELPER

\$500 - \$3,000

PRINT & MEDIA RECOGNITION

- Company's logo will be featured on the following:
 - Social media recognition
 - "Thank-you" eBlast



SPONSOR BENEFITS SUMMARY

RECOGNITION LEVELS	SANTA'S HELPER (\$500–\$3,000)	BRONZE SPONSOR (\$3,000)	BULB SPONSOR (\$5,000)	SILVER SPONSOR (\$7,500)	GOLD SPONSOR (\$15,000)	VIP TENT SPONSOR (\$20,000)	PLATINUM SPONSOR (\$25,000)	TITLE SPONSOR (\$50,000)
STAGE APPEARANCE / SPEAKING OPPORTUNITY								
PUBLIC APPEARANCE / PHOTO OPPORTUNITY AT EVENT								
VIP TENT ACCESS								
“THANK-YOU” MENTION AT THE EVENT								
LOGO RECOGNITION ON EVENT SIGNAGE								
LOGO RECOGNITION ON TREE BANNER								
LOGO RECOGNITION ON WEBSITE								
LOGO RECOGNITION ON SOCIAL MEDIA								
“THANK-YOU” EBLAST								

AREAS SHADED REFLECT WHAT IS INCORPORATED IN EACH SPONSORSHIP LEVEL



VANCOUVER TREE LIGHTING 2025 - VANCOUVER ART GALLERY

2025 SPONSORS

TITLE SPONSOR



PLATINUM SPONSORS



VIP TENT SPONSOR



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS





**20TH ANNUAL VANCOUVER CHRISTMAS TREE LIGHTING
NOVEMBER 27, 2026 AT 6PM | VANCOUVER ART GALLERY**

TRELIGHTINGVANCOUVER.COM

