



Saskatoon Festival of Trees November 24 to December 2, 2023

About

The Saskatoon Festival of Trees is a community event kicking off the holiday season for 38 years - since 1986. The Festival of Trees has become a family favourite in Saskatoon and a seasonal tradition for thousands of people.

Our purpose is to engage the community in an event that celebrates the holiday season through special events, attractions and decorated displays while raising funds to support our beneficiary, Saskatoon City Hospital Foundation.

We're a non-profit organization led by a volunteer board of directors. A core committee plans year-round while the event itself is powered by up to 250 volunteers.



Supporting the Community

Revenue is generated through general admission, the sale of decorated displays, gingerbread cookies, special events, raffles and most importantly - sponsorship. Proceeds are donated to Saskatoon City Hospital Foundation for medical equipment and special projects.



Saskatoon Festival of Trees November 24 to December 2, 2023

2023 Proceeds

The Operating Room at Saskatoon City Hospital is a busy place. Every year there are more than 12,000 procedures, a number that continues to grow in the aftermath of the pandemic and as the population grows. Your support of the 2023 Festival of Trees will help replace and upgrade vital anesthetic and monitoring equipment in the O.R. New equipment will not only enhance patient safety, it also will help staff deal with workloads and prevent postponements or cancellations.



Your Support

Showcase your name or company in front of a large local audience in Saskatoon. In 2022, 22,675 people attended! Your business is associated with the Festival by customers, attendees and the media. Support an event your customers care about with big brand exposure...with proceeds invested into healthcare right here in Saskatoon.

Each sponsorship has a recognition and benefits package. Sponsorships may include cash, in-kind goods or services and promotional products. Benefits can be suited to your needs.

Opportunities

Select the opportunity that best fits your business or marketing strategy. We'd be happy to work with you to suggest different options. Additional opportunities may become available. Contact us for details.



Saskatoon Festival of Trees 2023 Sponsorship Opportunities

Volunteers

The heart of the Festival is our volunteers and we rely on them to design beautifully decorated trees, wreaths, centrepieces & gingerbread houses for sale to the public. We have a dedicated volunteer crew who help with recruitment, staging, programming, logistics, construction, photography, set up/take down and delivery. As the presenting sponsor, we'll include your logo in communications with volunteers. Opportunities exist to promote your brand on volunteer items such as t-shirts, lanyards and ID badges. Contact us for details.

\$5,000 Presenting Sponsor (1 available)



Online 50/50 Raffle

The chance to win is almost irresistible to our supporters. An online 50/50 raffle allows ticket sales at in-person events and beyond, maximizing revenue and exposure. Tickets may be purchased throughout Saskatchewan, not just in Saskatoon & area. Sales are planned from early October through December 2. We'll include your logo as the presenting sponsor on the Festival's website, 50/50 sales website, email and social media promotions. Your support will be included too in media advisories & communications.

\$5,000 Presenting Sponsor (1 available)



Saskatoon Festival of Trees 2023 Sponsorship Opportunities

People's Choice

We let the people decide. In this online contest, the public votes on their favourite decorated tree, wreath, centrepiece and gingerbread displays. Participants may vote once per day November 24 to December 2. Voting is done through a form on the Festival's website, but will be promoted via email, social media and on our website. We'll include your logo as the presenting sponsor and your support will be included in media advisories. There's an opportunity to provide your branded swag as prizes to the winning designers.

\$5,000 Presenting Sponsor (1 available)



Gingerbread Cookies

Gingerbread cookies are an irresistible holiday tradition at the Festival. These tasty treats evoke warm memories as senses delight in the aroma and flavour of this classic Christmas cookie. These cookies are highly sought after. A total of 30,000 gingerbread cookies were sold at the 2022 Festival plus another 14,000 mini cookies were sold too! We'll include your logo as the presenting sponsor on our website, email and social media promotions. Your support will be included too in media advisories & communications.

\$4,000 Presenting Sponsor (1 available)



Saskatoon Festival of Trees 2023 Sponsorship Opportunities

Displays

Decorated trees, wreaths, centrepieces and gingerbread houses are the crown jewel of the Festival. Each display is crafted by our talented designers, who showcase their incredible creativity year after year. These fabulous displays are priced and sold to the public. Your logo will be featured as the presenting sponsor and included in our website, email and social media promotions plus your support mentioned in media advisories & communications.

\$5,000 Presenting Sponsor Trees (1 available)

\$4,000 Presenting Sponsor Wreaths & Centrepieces (1 available)

\$4,000 Presenting Sponsor Gingerbread Lane (1 available)



Production & Staging

There's a lot that happens behind the scenes to make the Festival happen. This sponsorship covers lighting, staging, props, materials, set up, take down and just about every other thing needed to make the Festival come to life. There's hundreds of feet of extension cords, a mountain of power bars, piles of linen and countless props used. Sponsorship of this area includes a behind the scenes guided tour for your company or guests of your choice.

\$5,000 Presenting Sponsor



Saskatoon Festival of Trees 2023 Sponsorship Opportunities

Fantasy Castle

This exclusive custom-crafted castle captures the imagination of visitors of all ages. Guests take a photo or meet their favourite holiday characters appearing throughout the week including our fun-loving elves up to their merry mischief. Story time is a popular attraction at the Fantasy Castle that kids absolutely adore!

\$4,000 Presenting Sponsor (1 available)





Saskatoon Festival of Trees 2023 Sponsorship Opportunities

Family Favourites

The wonder and excitement of kids as they experience the Festival is like no other. Interactive opportunities are fun for the whole family! We have a beautiful backdrop for our Photos with Santa area, which includes a real sleigh and characters that stop by now and then. Guests take their own photos, included in general admission. Grown-ups welcome!

\$5,000 Presenting Sponsor Family Favourites (1 available)

\$1,000 Sponsor Photos with Santa (2 available)



Royal Brunch

Saturday, November 25 & Sunday, November 26

It's a delightfully magical brunch with royalty. This experience features select princesses from the Enchanted Garden Character Co. and live stage entertainment. Guests enjoy meet & greets with the Enchanted Princesses and delicious brunch too!

\$5,000 Presenting Sponsor (2 available)

\$3,500 Royal Princess Sponsor (2 available)

\$1,000 Autograph Collections Sponsor (2 available)



Saskatoon Festival of Trees 2023 Sponsorship Opportunities

Father/Daughter Gala

Monday, November 27 & Tuesday, November 28

It's a special evening out with quality time for fathers and daughters. Families sit at their own private table or choose to join friends. This elegant evening features a served meal and engaging entertainment. Daughters get the VIP treatment with a special gift, flower and visit to the photo booth with dad.

\$5,000 Presenting Sponsor (2 available)

\$4,000 Daughter Gifts (1 available)

\$3,500 Entertainment (2 available)

\$3,000 Flowers (1 available)

\$1,000 Photography (1 available)





Saskatoon Festival of Trees 2023 Sponsorship Opportunities

Christmas Carnival

Wednesday, November 29 & Thursday, November 30

All the fun and festivities of a winter carnival is rolled into one exciting event. Carnival games like ring toss, ice fishing, snowball toss, and our custom-made bubble pool keeps kids having loads of fun. Included in this event is a light supper buffet and carnival treats like fresh, buttery popcorn. Each child has an opportunity to have their face painted and receive a balloon animal too!

\$5,000 Presenting Sponsor (2 available)

\$3,500 Entertainment & Characters (2 available)

\$1,000 Carnival Treats (2 available)

\$500 Game or Activity Sponsor (8 available)





Saskatoon Festival of Trees 2023 Sponsorship Opportunities

Supper With Santa Friday, December 1

Modelled after our ever-popular Brunch With Santa event! Kids spend a little one-on-one time with Santa sharing what they hope will be under the tree, while adults take a photo from offstage. Kids receive a new book, plus table activities keep them busy while characters entertain. Guests enjoy a special buffet featuring...breakfast food!

- \$5,000 Presenting Sponsor (1 available)
- \$3,500 Character Entertainment (1 available)
- \$1,000 Bookshelf (1 available)
- \$500 Activities (2 available)



Brunch With Santa Saturday, December 2

Live characters entertain the littles while adults prepare their plates at the brunch buffet. Kids receive activities to keep them busy plus a brand new book from our bookshelf area. Santa arrives and takes his special spot on stage. Every kid gets a personal visit with Santa and adults take photos offstage.

- \$5,000 Presenting Sponsor (1 available)
- \$3,500 Character Entertainment (1 available)
- \$1,000 Bookshelf (1 available)
- \$500 Activities (2 available)



Saskatoon Festival of Trees 2023 Sponsorship Benefits

Connected to the Community

Our website receives over 5,500 visits each season and we have a social media following on Instagram, Facebook and Twitter of more than 8,330 and growing. We stay in touch with over 3,340 email subscribers providing news & updates with the majority of communications from September through November.

The media are fantastic supporters, donating \$122,650 of promotion in 2022 through on air interviews, live features, promotional spots, website features, social media and on air giveaways, driving attention and traffic to the Festival.

We're proud to offer activation opportunities for your staff to get involved in engaging with our supporters at the Festival. We'll happily tailor these experiences to fit your company's needs.

Sponsor Benefit	\$100 - \$999	\$1,000 - \$2,999	\$3,000 - \$4,999	\$5,000 - \$6,999	\$7,000 - \$9,999	\$10,000+
Name on website & signage	✓	✓				
Name on e-newsletter		1 min				
Name on social media		✓				
Logo on website & signage			✓	✓	✓	✓
Logo on e-newsletter			1 min	2 min	2 min	All
Tagged on social media			1 min	2 min	2 min	3 min
Logo on social media			✓	✓	✓	✓
Sponsor spotlight on social media				✓	✓	✓
Gingerbread cookie vouchers		1	2	4	6	10
General admission tickets		4	15	20	30	50
Special event tickets*			4	8	8	8

*For the special event you are sponsoring. Benefits are flexible and can be suited to your needs. Contact us for details.