

Mental & Health
Foundation
of Nova Scotia



AN EVENT OF THE
MENTAL HEALTH FOUNDATION OF NOVA SCOTIA

25th Annual Festival of Trees
November 25 & 26, 2016
World Trade & Convention Centre

Sponsorship Package

Join us as we celebrate 25 years!

The Festival of Trees has a history like no other. The event, established in Nova Scotia by Charles Keating in 1991 has grown to become a time-honoured celebration of the holiday season.

The 25th anniversary event promises to be extraordinary as we honour those who have made this event a success for the past 25 years. This event will not only reflect on where we started, but also look forward to where we're going!



The youngest guest at Festival of Trees Shannex Holiday Luncheon 2015

Festival of Trees 2016 – Overview

The Mental Health Foundation of Nova Scotia's **Compass Group Canada Festival of Trees** is Halifax's premier annual social event attracting leaders from business, political, public and not-for-profit communities. Since 1991, the **Festival of Trees** has raised more than \$5 million to support education and patient care for the one in five Nova Scotians living with a mental illness.

A perfect launch to the holiday season, each year Festival provides event sponsors maximum exposure to loyal and influential supporters of mental illness.

The Festival of Trees is comprised of the **Shannex Holiday Luncheon** on Friday November 25, 2016 and the **RBC Black Tie Gala** on Saturday, November 26, 2016. Both events are held at the World Trade and Convention Centre (WTCC).

The Guests Attending:

- audience of 650 at the **Shannex Holiday Luncheon**, Festival of Trees attracts business and community leaders, 80% female, educated, with above average income reaching your target market, tables of ten \$1,000
- opportunity to reach a further 650 high profile business and community leaders at the **RBC Black Tie Gala**, this event reaches couples, above average income, silent (a range of retail items) and live auction (items over \$5,000) opportunity, gallery component, tables of ten \$3,000

Sponsorship Opportunities

The Mental Health Foundation invites you to join us in supporting those living with mental illness with your financial sponsorship of the **2016 Festival of Trees**. Sponsorship is available at various levels with corresponding benefits and awareness.

This year, we are delighted to be working with the following sponsors:

Compass Group Canada
RBC
Shannex

Presenting Sponsor
Black Tie Gala Sponsor
Holiday Luncheon Sponsor

Sponsorship opportunities available are:

- Forest of Trees Sponsor
 - Sponsor a tree for the forest
- Technology Sponsor – Holiday Luncheon
- Technology Sponsor – Black Tie Gala
- Mental Health Hero – Holiday Luncheon
- Mental Health Hero – Black Tie Gala
- In-kind contributions

Forest of Trees:



Beautiful trees in the Festival of Trees Forest of Trees 2015

The Forest of Trees is a magical and essential part of the Festival of Trees. It is through the trees that the spirit of the event is brought to life. The Forest of Trees is the main décor for both the Luncheon and the Gala; the focal point for the entire Festival of Trees.

The Named Sponsor, Forest of Trees will give \$30,000 and receive the following benefits:

RECOGNITION

- SPONSOR will receive top tier logo position as it relates to the Forest of Trees on all event and promotional materials and signage including advertizing, signage email, web and social media.

- SPONSOR will receive second-tier logo on signage inclusive of Festival of Trees on Foundation website outside of Forest of Trees page
- Sponsor spotlight on the Foundation website, highlighting sponsorship and a hyperlink to your website
- Recognition in all electronic promotion of Festival of Trees and on digital media present during Festival of Trees as Forest of Trees with renewed recognition/ focus on Forest of Trees
- Logo recognition on digital displays at the LUNCHEON and GALA as a Sponsor of the 2016 Compass Group Canada Festival of Trees
- Company name/logo visibility in internal and external Foundation communications
- **Special presentation celebrating SPONSOR and the Festival of Trees' 25 year history**

COMPLIMENTARY TICKETS

- 1 complimentary table ***Mental Health Hero*** (10 tickets) at the Shannex Holiday Luncheon on Friday, November 25, 2016
- 2 complimentary tables ***Mental Health Hero*** (20 tickets) at the RBC Black Tie Gala on Saturday, November 26, 2016

ADDITIONAL SPONSOR RECOGNITION

- Invitation to special 25th anniversary *Sponsor Thank You Reception* hosted by the President and CEO and Chair, Mental Health Foundation of Nova Scotia at the WTCC on Thursday, November 17, 2016
- Media releases and potential on air radio/ broadcasts highlighting Forest of Trees
- **Special celebratory SPONSOR tree for the Forest of Trees with prominent placement provided by the Foundation**

Sponsor a Tree for the Forest:

Creating a stunning and magical setting for this signature event is the Mental Health Foundation's Forest of Trees, an enchanted and wonderful place where imagination reigns and the traditional becomes the extraordinary. With 30 trees available for decoration, the following opportunities are available:

Designer Decorated trees

- 6-foot tree (\$1,500)
- A stunningly beautiful creation along a specific theme, professionally designed and decorated
- Company/logo visibility next to the tree at the event
- Company name recognition on screen

Your own personal work of art

- 6-foot tree required
- A stunningly beautiful creation of your choosing with the cost of the tree, decorations, lights and all peripherals undertaken by the individual/company
- Company/logo visibility next to the tree at the event
- Company name recognition on screen at the event

Technology Sponsor – Holiday Luncheon:



New to the Festival of Trees this year is Technology Sponsor – Holiday Luncheon. In efforts to streamline processes and enhance guest experience, we will be working with Givergy, an interactive technology for silent and live auctions.

The system will be run on iPads and personal devices at the Shannex Holiday Luncheon offering virtual bidding on silent auction and live auction items. At the Shannex Holiday Luncheon this will include cakes, wreaths and tree bids.

The Technology Sponsor- Holiday Luncheon will give \$10,000 and receive the following benefits:

RECOGNITION

- SPONSOR name/ logo will be included at the top of each program screen
- SPONSOR name/ logo will be included on main screens at event
- SPONSOR name/logo visible to all guests throughout the event
- SPONSOR name/ logo included in Foundation communications leading up to and after event

COMPLIMENTARY TICKETS

- 1 complimentary table ***Mental Health Hero*** (10 tickets) at the Shannex Holiday Luncheon Friday, November 25, 2016

ADDITIONAL SPONSOR RECOGNITION

- Invitation to special 25th anniversary *Sponsor Thank You Reception* hosted by the President and CEO and Chair, Mental Health Foundation of Nova Scotia at the WTCC on Thursday, November 17, 2016

Technology Sponsor – Black Tie Gala

New to the Festival of Trees this year is the technology sponsorship. In efforts to streamline processes and enhance guest experience we will be working with Givergy, an interactive technology for silent and live auctions.

The system will be run on iPads and personal devices at the Holiday Luncheon offering virtual bidding on silent auction and live auction items. At the Black Tie Gala, this will include silent and live auctions including tree bids.

The Technology Sponsor- Black Tie Gala will give \$10,000 and receive the following benefits:

RECOGNITION

- SPONSOR name/ logo will be included at the top of each program screen
- SPONSOR name/ logo will be included on main screens at event
- SPONSOR name/logo visible to all guests throughout the event

- SPONSOR name/ logo included in Foundation communications leading up to and after event

COMPLIMENTARY TICKETS

- 1 complimentary table ***Mental Health Hero*** (10 tickets) at the RBC Black Tie Gala on Saturday, November 26, 2016

ADDITIONAL SPONSOR RECOGNITION

- Invitation to special 25th anniversary *Sponsor Thank You Reception* hosted by the President and CEO and Chair, Mental Health Foundation of Nova Scotia at the WTCC on Thursday, November 17, 2016

Mental Health Hero – Holiday Luncheon

Mental Health Heroes give \$1,500 to attend the event and showcase their ongoing support of mental health programs and services in Nova Scotia:

- Complimentary 10 seats at the Shannex Holiday Luncheon
- Table given prominent placement in room
- Name included on event program and on-screen
- Name visibility on the Mental Health Foundation's website
- An Official Tax Receipt for the maximum allowable amount after benefits



Before guests arrive to the Festival of Trees RBC Black Tie Gala 2015

Mental Health Hero – Black Tie Gala

Mental Health Heroes give \$5,000 to attend the event and showcase their ongoing support of mental health programs and services in Nova Scotia:

- Complimentary 10 seats at the RBC Black Tie Gala
- Table given prominent placement in room
- Name included on event program and on-screen
- Name visibility on the Mental Health Foundation’s website
- An Official Tax Receipt for the maximum allowable amount after benefits

In-kind contributions

Festival of Trees is fortunate to receive the generous support of many individuals and businesses who contribute unique and exciting items and packages for **raffle**, **silent auction** and **live auction**.

In recognition of these contributions, the Foundation is pleased to provide the following acknowledgement:

- Name included on raffle ticket/ silent auction gallery
- Name visibility on the Mental Health Foundation’s website
- An Official Tax Receipt for the maximum allowable amount (if appropriate)



Cakes & Wreaths in the silent auction at the Shannex Holiday Luncheon 2015

In-Kind Contributions of \$10,000+

- Name included on main screens at event
- Name visibility on the Mental Health Foundation's website
- An Official Tax Receipt for the maximum allowable amount (if appropriate)
- Opportunity, if appropriate, to present the prize to the recipient (ie. Live Auction, Raffle)
- Complimentary four tickets to either the Shannex Holiday Luncheon or RBC Black Tie Gala



Raffle draws at Forest of Trees RBC Black Tie Gala 2015 including Lincoln MRC 2015 from Steele Auto Group!

For any sponsorship inquires please contact:

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