

SPONSOR PACKAGE



VANCOUVER CHRISTMAS TREE LIGHTING CELEBRATION

PRESENTED BY



LIVE WELL. | WORK WELL.

ABOUT THE EVENT



\$1.5M

Dollars raised



100+

Sponsors



30,000+

Vendors



100,000+

Viewers



1

Santa Claus

**VANCOUVER ART GALLERY
DECEMBER 6, 2024 AT 6PM**

TREE LIGHTING CELEBRATION

The Annual Vancouver Christmas Tree Lighting Celebration presented by Amacon 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 2024 Vancouver Christmas Tree Lighting Celebration is anticipated to be well 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 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; B.C. 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 with the help of our loyal sponsors, we were able to have a record-breaking year for donations and over the past five years have raised over \$1.5M. We look forward to continuing this success through 2024.

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

The sponsorship deadline is November 15, 2024.



OUR VALUED CHARITIES

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



TITLE SPONSOR

PLEASE INQUIRE

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
- PUBLIC APPEARANCE AND PHOTO OPPORTUNITY 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
- PUBLIC APPEARANCE AND PHOTO OPPORTUNITY 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

EXCLUSIVE RECOGNITION

- PUBLIC APPEARANCE AND PHOTO OPPORTUNITY AT EVENT
- 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
- THANK YOU EBLAST



SILVER SPONSOR

\$7,500

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
- THANK YOU EBLAST

BRONZE SPONSOR

\$3,000

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



SPONSOR BENEFITS SUMMARY

| RECOGNITION LEVELS | BRONZE SPONSOR (\$3,000) | SILVER SPONSOR (\$7,500) | GOLD SPONSOR (\$15,000) | PLATINUM SPONSOR (\$25,000) | TITLE SPONSOR PLEASE INQUIRE |
|---|-----------------------------|-----------------------------|----------------------------|--------------------------------|---------------------------------|
| STAGE APPEARANCE / SPEAKING OPPORTUNITY | | | | | |
| VIP TENT ACCESS | | | | | |
| PUBLIC APPEARANCE / PHOTO OPPORTUNITY AT EVENT | | | | | |
| 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 SPONSOR EBLAST | | | | | |

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



VANCOUVER TREE LIGHTING 2020 - ART GALLERY SQUARE

2023 SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS





18TH ANNUAL VANCOUVER CHRISTMAS TREE LIGHTING
DECEMBER 6, 2024 AT 6PM
VANCOUVER ART GALLERY

TRELIGHTINGVANCOUVER.COM

