



THE ROTARY CLUB OF CANMORE PRESENTS

THE 9TH ANNUAL



**WITH SPECIAL THANKS
TO OUR TITLE SPONSOR**



THE MALCOLM
HOTEL

DEC 1ST TO 31ST 2018
SPONSOR PACKAGE
WWW.ROTARYFESTIVALOFTREES.CA

The Rotary Club of Canmore and The Malcolm Hotel

Present

The 9th Annual Rotary Festival of Trees

Sponsorship and Event Applications

December 1 to 31, 2018

As our temperatures drop, the daylight hours shorten, and snow blankets the mountains – what better way to brighten one’s spirit than with a brilliantly decorated tree, wreath or gingerbread house – complete with twinkling lights, sparkling decorations, musical ornaments and just the right amount of garland?

In keeping with its long-standing commitment to our local and global communities, the Rotary Club of Canmore once again presents our signature Festival of Trees to kick off the holiday season.

The Rotary Festival of Trees is a community-based holiday celebration with decorated trees, wreaths, gingerbread houses, and special events and activities for the entire family.

Funds raised from the Rotary Festival of Trees will be contributed to The Rotary Club of Canmore’s numerous programs and services which benefit so many within our community and abroad. Your partnership in this worthwhile and fun event is greatly appreciated.

Special thanks to our Title Sponsor – The Malcolm Hotel. We are excited to partner and host our 9th Annual Festival of Trees at Canmore’s newest crown jewel.



THE MALCOLM
HOTEL

Special Event Sponsorship Opportunities

All Events to be hosted at The Malcolm Hotel

Sponsor Reception | Friday November 30 | Noon to 2pm

Mingle with your colleagues and share a holiday cocktail and delicious nibbles while getting the first peek at our beautifully decorated trees, wreaths and gingerbread houses.

Sponsor Value \$2,500

Kids Holiday Extravaganza | Saturday December 8 | 10am to 3pm

A fun day for the kids of all ages with crafts, goodies, games, stories and more.

Sponsor Value \$7,500

The Spirits of Christmas | Wine, Beer and Scotch Tasting

Friday December 14 | 7pm to 10pm

Our Signature Event! Wine, Scotch and Beer tasting with appetizers.

Sponsor Value \$50,000

Pick a Present | Friday December 14 | During the Spirits of Christmas Event

Surprise gifts worth \$20 or more sold during The Spirits of Christmas – a favorite of attendees.

Sponsor Value \$2,500

Breakfast with Santa | Sunday December 2 and Sunday December 9 | 10am

Breakfast with Santa, a live band, dancing and a photo with Santa.

Sponsor Value \$7,500

Seniors Christmas Tea and Reception | Wednesday December 12

A special holiday reception for our senior's in the community with tea, nibbles and desserts. Entertainment will be provided to make it a special day.

Sponsor Value \$2,500

Gingerbread House Competition | Display for the month of December

Special categories from children to culinary professionals with gingerbread houses displayed during the month of December.

Sponsor Value \$2,500

Media and Marketing Sponsors

Are you able to support our Festival with marketing, media services, or advertising? We will gladly accept gifts in kind or discounted services. The level of your sponsorship benefits will correspond to the fair market value of your donated or discounted service. Such services could include graphic design, web design, digital marketing, magazine and newspaper advertising, and radio spots.

Silent or Live Auction Items

You can choose to donate your own item or make a cash donation for an item to be purchased by our committee on your behalf. Sponsorship level will correspond to fair market value of your donated item.

Tree Sponsorship – New Options for 2018

Trees and wreaths to be displayed at the Malcolm Hotel

Tree Sponsor | Registration \$300

- Pre-lit 7.5 foot tree provided to decorate on Thursday November 29 from 9am. Your tree will be displayed for the duration of the holiday season.
- Prominent name and company description on signage by your tree.

Tree Sponsor | Registration \$200

- Pre-lit 4.5 foot tree provided to decorate on Thursday November 29 from 9am. Your tree will be displayed for the duration of the holiday season.
- Prominent name and company description on signage by your tree.

Wreath Sponsor | Registration \$100

- Decorate a holiday wreath to be display amongst the trees for display during the holiday season. Wreath decorating on Thursday November 29 from 9am.
- Prominent name and company description on signage by your wreath.

Important notes about decorating your tree/ wreath

- Registration fee includes the use of a pre-lit tree with stand or wreath.
- All decorations are to be provided by the sponsor. Please refrain from the use of artificial snow, glitter, or glue.
- Sponsors are also required to bring tree skirting, extension cords, step stools, craft or florist wire and other decorating materials.
- All decorations and related materials must be removed by the sponsors January 4, 2019.

Judging | Categories to be determined

The winning trees & wreaths will be determined by a panel of judges the morning of Friday November 30. The winners will be announced during the Sponsor Reception.

Be creative and win votes for your tree & wreath!

Note that we cannot allow any draws or betting due to Alberta Gaming rules.

Special Event Sponsorship Benefits

Gold Sponsors

Gold sponsors are those individuals or corporations that contribute over \$1,000 in cash or services towards the Rotary Festival of Trees. Gold sponsors receive:

- Colour signage prominently displayed at their sponsored event with recognition as a Gold level sponsor
- Four tickets to the Sponsor Reception
- Two tickets to the Spirits of Christmas event
- Company information displayed on main festival sign.

Silver Sponsors

Silver sponsors are those individuals or corporations that contribute between \$500 and \$999 in cash or services towards the Rotary Festival of Trees. Silver sponsors receive:

- Colour signage prominently displayed at their sponsored event with recognition as a Silver level sponsor
- Two tickets to the Sponsor Reception
- Two tickets to the Spirits of Christmas event
- Company information displayed on main festival sign.

Bronze Sponsors

Bronze sponsors are those individuals or corporations that contribute between \$250 and \$499 in cash or services towards the Rotary Festival of Trees. Bronze sponsors receive:

- Colour signage prominently displayed at their sponsored event with recognition as a Bronze level sponsor
- Two tickets to the Sponsor Reception
- Company information displayed on main festival sign.

Privacy Donor Information: The Rotary Club of Canmore respects the privacy of our donors. We do not sell or share our donor list with other organizations. We use your information to support the processing of your gift. As part of our recognition program, we will publish donor names in our newsletters, newspaper advertising, and website. Pictures from events may be used for marketing purposes.

**The Rotary Club of Canmore and The Malcolm Hotel
Present
The 9th Annual Rotary Festival of Trees**

Sponsorship, Tree and Wreath Registration

Company Name: _____

Contact Name: _____

Telephone: _____

Email: _____

Mailing Address: _____

Sponsorship Amount: _____

Tree or Wreath Theme: _____

Event or Silent Auction Item: _____

For Event Sponsorships, we will make every effort to allocate your generous donation to the event of your choice. However, for sponsorship less than \$1,000, we cannot guarantee this, as we may need to assign your donation to an alternate event. Thank you for your understanding.

Payment method: Cash Cheque Credit Card

Credit card number: _____ Expiry Date: _____

Please make cheques Payable to The Rotary Club of Canmore.

Submit form by e-mail with your logo

trisha@canmoremortgagesolutions.com

The Rotary Club of Canmore

For further information, contact Trisha Isaac at 403-688-0166

**The Rotary Club of Canmore and The Malcolm Hotel
Present
The 9th Annual Rotary Festival of Trees**

Gingerbread House Contest

We are seeking individuals and teams to demonstrate their creativity and baking skills in the 2018 Rotary Club of Canmore Gingerbread House Contest. The contest is open to all ages and abilities.

Entries will be displayed at The Malcolm Hotel in conjunction with The Rotary Club of Canmore Festival of Trees.

Date and location

Your gingerbread house, completed entry form, and entry fee must be received at the Malcolm Hotel on November 29 between 9am and 4pm.

Gingerbread houses will be on display until January 2, 2019.

Categories and Entry Fee

Gingerbread houses may be entered in one of the following categories:

- Child (12 and under) \$5.00
- Adult/ Family/ Group \$10.00
- Business/ Organization \$10.00
- Culinary professional \$10.00.

Construction

Your gingerbread house may be any dwelling type. The structure must be placed on a plywood, or equivalent, base not exceeding:

- For the Child (12 and under) category: 30 cm x 30 cm
- For all other categories: 60 cm x 60 cm.

Gingerbread structures must be constructed entirely of edible materials. A combination of edible and non-edible materials may be used to decorate the base.

Entrants in the Child (12 and under) category are permitted to use gingerbread kits. All other categories are required to use original gingerbread materials.

Judging

All entries will be judged on overall appearance, creativity, originality, workmanship, technique and degree of difficulty. Gold, silver and bronze medals will be awarded in each category. Winners will be announced November 30 at the Sponsor Reception.

**The Rotary Club of Canmore and The Malcolm Hotel
Present
The 9th Annual Rotary Festival of Trees**

Gingerbread House Registration

Company/ Group Name: _____

Contact Name: _____

Mailing Address: _____

Telephone: _____ Email: _____

Category:

- Child (12 and under) \$5.00
- Adult/ Family/ Group \$10.00
- Business/ Organization \$10.00
- Culinary professional \$10.00

Gingerbread houses should be delivered to the Malcolm Hotel between 9am and 4pm on November 29, 2018.

Entries may be picked up between 9am and 4pm on January 4, 2019. Entries not picked up will be discarded.

Payment method: Cash Cheque

Please make cheques Payable to The Rotary Club of Canmore.

Submit form by e-mail with your logo

trisha@canmoremortgagesolutions.com

The Rotary Club of Canmore

For further information, contact Trisha Isaac at 403-688-0166

The Rotary Club of Canmore

What is The Rotary Club of Canmore?

The Rotary Club of Canmore is a group of local people who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Since 1991, the Rotary Club of Canmore has raised over two million dollars in financial support for local community focused projects that benefit the residents of the Town of Canmore and surrounding area.

Local Contributions

With a major focus on youth and education, The Rotary Club of Canmore continues to provide funding for prizes to local students that are recognized for their outstanding achievements as well as their future academic, vocational and artistic pursuits. We are also a major sponsor of the Canadian Rockies Regional Science Fair which encourages young people to excel in the sciences.

In addition to recognizing our youth, The Rotary Club of Canmore is proud to support our local soccer and hockey sports teams as well as our veterans and senior residents who make outstanding contributions to our community!

Legacy Projects

The tremendous support Rotary enjoys in Canmore has allowed the Club to undertake many Legacy Projects that have had a lasting impact in our community. Along with other community agencies, Canmore Rotary has been a partner in the expansion of the Bow River Seniors Lodge, the enhancement to Rotary Friendship Park, and the Canmore Library.

Flood Relief

Within days of catastrophic June 2013 flooding, The Rotary Club of Canmore and the Canmore Rotary Foundation formed a Flood Relief Group. The Committee jumped into action, contacting numerous local agencies and individuals to identify the Bow Valley's most urgent needs. Over \$800,000 was raised for flood-affected residents in Canmore, the Municipal District of Bighorn, Morley and the Kananaskis Improvement District.

International Projects

In addition to taking action locally, we also focus on making a difference globally by sponsoring international projects. In an effort to bridge cultures and connect continents, The Rotary Club of Canmore has historically participated in the Rotary Youth Exchange where a high school student from Canmore was sponsored to spend a year abroad while we host a high school student from abroad.

For both 2018 and 2019 we are supporting the International Homes of Hope project that focuses taking young adults between the ages of 18 and 30 to Mexico to build homes to support low income families who need permanent safe housing.

Higher Ground Emergency Shelter

In February 2017 a historic relationship between The Rotary Club of Canmore and the YWCA Banff was announced. The YWCA has a project called “Higher Ground Women’s Emergency Shelter and Transitional Housing”. The YWCA has plans to make the Higher Ground project a reality by 2020. It will be a purpose-built facility located in Canmore to provide services to the Bow Valley.

Since we feel the concept and objectives of this project align with the objectives of Rotary, our Club will provide matching funding of approximately \$240,000 to help the YWCA achieve its goal by 2020.

Volunteer Contributions

Our contributions go beyond financial sponsorship. Everyday our members can be seen in the community contributing their time, talents and passion to everyday causes. The Rotary Club of Canmore’s members volunteer thousands of hours to community groups and activities such as the Canmore Canada Day Breakfast, Canmore Folk Festival, Canmore Highland Games and Food & Friends at St Michaels Church.

To learn more about Rotary International, the oldest service organization on the globe, its effective program to end polio and its reach into all corners of the world, go to the Rotary Club of Canmore website: www.rotaryclubofcanmore.ca.