



Make-A-Wish[®]
CANADA
**TREES OF
JOY**



Sponsorship Package
November 15, 2024

ABOUT

Make-A-Wish[®] Canada

Make-A-Wish creates life-changing wishes for children with critical illnesses. We are on a quest to bring every eligible child's wish to life.

As an independently operating affiliate of Make-A-Wish International, Make-A-Wish Canada is part of the network of the world's leading children's wish-granting organization. We serve children in every community in Canada, and in more than 50 countries worldwide.

Since 1983, Make-A-Wish Canada has granted over 38,000 wishes across the country, with thousands of wishes still waiting to be granted.

A wish is an integral part of a child's treatment journey. Research shows children who have a wish granted can build the physical and emotional strength they need to fight their illness.

Through all the uncertainty, one thing has remained constant: every child's wish begins with hope. When a wish child has something positive to look forward to, everything begins to change. Be part of the hope and help transform lives, one wish at a time.

Make-A-Wish[®] Canada, Central Ontario
360-1101 Kingston Road,
Pickering, ON L1V 1B5

Charitable Registration Number:
88129 1918 RR0001



WHY A WISH?



97%

of medical professionals said that families experience traumatic stress as a result of their child's critical illness.



87%

of wish alumni said their families experienced traumatic stress as a result of their critical illness.



85%

of wish alumni said that their wish helped them overcome feelings of loneliness.



9 out of 10

wish children feel more joyful, confident, and hopeful after a wish.



Make-A-Wish[®]
CANADA

TREES OF JOY

Friday, November 15, 2024

About Trees of Joy

Trees of Joy is a heartwarming and magical event that brings together compassionate corporate sponsors and wonderful wish kids, as they unite to make more dreams come true. Trees of Joy invites supporters to sponsor a tree for \$10,000, the average cost of a wish, and pairs them with a wish child to customize a special holiday tree for them. Trees of Joy creates a sense of community, inspires corporate social responsibility, spreads hope and joy during the holiday season, and most importantly, helps grant more wishes to children who need them most.

The very first Trees of Joy began in 2016 in Toronto, with only 8 sponsored trees, 8 wish kids and their families, and less than 100 people in attendance. Since then, Trees of Joy Toronto has grown **from 8 trees to 80 trees in just 8 years**, with a total of 268 wish kids and their families having received their very own Tree of Joy. This spectacular success speaks to the magic of what the event has become, as well as to the generosity of our donor community.

2024 marks the **ninth anniversary** of Trees of Joy! With over 1,200 people expected in attendance including corporations, community partners and wish families, we're thrilled to once again take over three ballrooms and the entire Concourse level of the Fairmont Royal York. We very much look forward to having you experience this extraordinary event with us!

Why should you become a Trees of Joy sponsor?

Sponsorship promotes positive brand awareness and will increase your brand exposure. When we work together, we can show your customers, associates, and followers all the great work you are doing and how you are making an everlasting impact in your community. Through a sponsorship commitment, we can assist in engaging your network, growing your visibility, and sharing the work we are doing together - all while helping to grant incredible life-changing wishes!



SPONSORSHIP LEVELS



EVENT LEAD SPONSOR \$50,000

Light up the season as the lead sponsor of this year's Trees of Joy! Immerse yourself in holiday magic with trees, festive ornaments, and joyous festivities. Indulge in seasonal delights, create lasting memories, and let's make this celebration unforgettable together.

HOLIDAY ACTIVATION SPONSOR \$25,000

Join the festivities by securing your company's presence with an exclusive holiday activation zone bearing your company's name. This unique opportunity allows you to showcase your brand in the heart of the event, providing a captivating space where attendees can engage, explore, and immerse themselves in the holiday spirit.

FESTIVE FEAST SPONSOR \$15,000

Delight in the joy of giving by becoming a Festive Feast Sponsor! Join us in making a meaningful difference, one festive bite at a time. Embrace the joy of giving and be a part of this heartwarming celebration!

SANTA'S SLEIGH SPONSOR \$15,000

Help these beautifully decorated holiday trees get to their forever home. As Santa's Sleigh Sponsor, your contribution will help ensure each customized holiday tree is delivered safely to the home of the wish child recipient.

COOKIES AND MILK SPONSOR \$7,500

Nothing brings people together better over the holidays than sharing in holiday treats! As Cookies and Milk Sponsor, your contribution will provide this event and all the participants with delicious holiday treats as the trees come to life.

PARADE SPONSOR \$5,000

Step into the spotlight as a Parade Sponsor at Trees of Joy, where families joyfully stroll around the room and your company logo will be showcased on Santa's nice list for all to see. Join us in creating lasting memories for families while showcasing your commitment to wishes.

CANDY CANE SPONSOR \$2,500

As a Candy Cane Sponsor, your generous contribution plays a pivotal role in enhancing our event! Your company logo will adorn one of the many festive stations that we will have set up all throughout the venue.

FESTIVE ELF SPONSOR \$5,000

With the Festive Elf Sponsorship, you have the power to bring together a team of 5 volunteers who will spread joy and goodwill in our magical forest during the event. Join us in creating cherished memories and making a difference in the lives of our wish kids.



To register your sponsorship, click [HERE!](#)

For more information contact:
Jane Fitzpatrick, Chapter Director

647-725-6176 | jane.fitzpatrick@makeawish.ca

SPONSORSHIP LEVELS



	EVENT LEAD SPONSOR \$50,000	HOLIDAY ACTIVATION SPONSOR \$25,000	FESTIVE FEAST \$15,000	SANTA'S SLEIGH \$15,000	COOKIES AND MILK \$7,500	PARADE SPONSOR \$5,000	FESTIVE ELF SPONSOR \$5,000	CANDY CANE \$2,500
	1 available	2 available	1 available	1 available	1 available	unlimited	unlimited	unlimited
Logo on Trees of Joy website	★	★	★	★	★	★	★	★
Logo on event signage	★	★	★	★	★	★	★	★
Thank you recognition on social media platforms	★	★	★	★	★	★	★	
Feature in post-event video	★	★	★	★	★			
Features and recognition in all potential earned and paid media opportunities	★	★	★	★				
Thank you recognition in Make-A-Wish Canada's CEO Speech at event	★	★	★	★				
Team Tree to Decorate	★							
Opportunity to speak at event	★							
Activation zone in main hallways where all participants flow through	★							
7 volunteers attending event to staff their zone		★						
Company logo displayed on Santa's nice list during Wish Family Parade						★		
Can send 5 volunteers to help at event								★

To register your sponsorship, click [HERE!](#)

For more information contact:
Jane Fitzpatrick, Chapter Director
647-725-6176 | jane.fitzpatrick@makeawish.ca