



Make-A-Wish<sup>®</sup>  
CANADA  
**TREES OF  
JOY**



**Sponsorship Package**  
Saturday, November 25, 2023



# ABOUT

## Make-A-Wish<sup>®</sup> 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.

Make-A-Wish Canada is proudly celebrating 40 years of wish granting in 2023, having granted more than 37,000 wishes since 1983, over 1,000 last year alone.

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<sup>®</sup> | Rêves d'enfants<sup>MD</sup> Canada  
1155 boul. Robert-Bourassa  
Montréal, QC H3B 3A7

Charitable Registration Number:  
88129 1918 RR0001

## WHY A WISH?



**95%**

of adult former wish kids felt more hopeful for their future after their wish.



**100%**

of medical providers said the wish experience improves a child's emotional well-being.



**85%**

of adult former wish kids of wish alumni said their wish helped them overcome feelings of hopelessness, depression and loneliness.



**97%**

of parents said their child's wish made their child feel more joyful.



# Make-A-Wish<sup>®</sup>

CANADA

## TREES OF JOY

Saturday, November 25, 2023

### About Trees of Joy

The holiday season can be exhausting for families, especially when a child is suffering from a serious illness. On November 25, 2023, the Fairmont Queen Elizabeth will be transformed into an enchanted forest to kick off the holiday season with our wish families! After being matched to a wish kid and learning about their story and favourite things, we invite your company and 6 of your employees to decorate a tree to their liking and really wow them! The day of the event, you'll have the unique opportunity to meet the children and their families personally, creating precious bonds and unforgettable memories. The decorated trees will then be delivered to the families' homes to perpetuate the magic during the holiday season and beyond.

Your generous donation of \$10,000 will help us grant the most heartfelt wishes of children living with life-threatening illnesses. Wishes give children renewed energy and strength, bring families together and unite communities. Trees of Joy is no exception, and we hope you'll join us for this magical experience!

Watch the video last year's event in Toronto: <https://tinyurl.com/mst9rmht>

### Why should you become a Trees of Joy sponsor?

By taking part in Trees of Joy, you're offering children and their families a moment of happiness and wonder. Sponsorship promotes positive brand awareness and increases 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.

To decorate the trees, each team will receive a gift card for the purchase of decorations. Your contribution will cover these costs and help our teams make children's dreams come true!





# SPONSORSHIP LEVELS



## DECORATIONS SPONSOR \$10,000

To help make these trees come to life, each corporate team will receive a gift card to purchase décor. As décor sponsor, your contributions will cover this cost, helping each team make our wish kids Trees of Joy come to life!



## TREE SPONSOR \$10,000

What are the holidays without a tree? With your generous contribution as holiday tree sponsor, money will go towards covering the cost of all the trees, helping make this event magical.

## TRANSPORT SPONSOR \$10,000

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

## GIFTS SPONSOR \$5,000

Waking up through the holidays to all the wonderful surprises under the tree is a moment kids will never forget! Help re-create this moment as wish family gift sponsor. Your contribution will go towards something a little extra special during the holidays

All sponsorship levels will receive :

- Logo on all event signage
- Logo on social media platforms



For more information contact:

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