

cloverdale

christmas  
T R E E  
festival



cloverdale  
**christmas**  
**T R E E**  
**festival**

free. local. all ages. family fun.

Where else can you find a free, local, indoor Christmas Tree Festival? Museum of Surrey is uniting Cloverdale businesses and organizations for some friendly competition... to decorate the best tree! Trees are displayed in the large museum foyer throughout December. Festival visitors cast their votes for a chance to win a \$100 Cloverdale shopping spree.

### How to Sponsor a Tree

- Sign up and get creative
- Schedule a time to decorate your designated pre-lit artificial tree
- Purchase and wrap two gifts for the Cloverdale Christmas Hamper Program
- Share to your social media and customers to get their vote
- New sponsors pay \$150, returning sponsors pay \$10
- See the next page for full sponsor details

### Sponsor Exposure

- A listing of sponsors will appear on an event page at [surrey.ca/Museum](http://surrey.ca/Museum)
- The festival will be promoted on the Museum of Surrey's social media
- Each tree will be individually highlighted as well
- Sponsors will appear in a thank you digital ad online
- Sponsors will receive promotional material to encourage votes

Last year, museum goers cast 425 votes, choosing Bone and Biscuit as the winner! Think you can beat them? Contact Sandra at [sborger@surrey.ca](mailto:sborger@surrey.ca) or 604-592-6952.





free. local. all ages. family fun.

### Full Sponsor Details

New sponsors pay \$150 for an artificial, pre-lit tree which is yours to keep. Your tree will be set up for you in advance, you just decorate it. Returning sponsors who bring their own tree from last year only pay \$10. Please check that your tree's lights are working before coming to set it up and decorate it.

- Tree decorating will be done by appointment the week of November 23-30, 2020.
- Sponsors agree to purchase and wrap a minimum of 2 presents to put under their tree. Toys will be donated to the Cloverdale Christmas Hamper. Toys must be: new and in original packaging; cannot promote violence (no guns or weapons of any kind); should be aimed at children up to 12 years of age.
- Sponsors will provide a personal write-up for display beside their tree. This information should be a reflection of the business and the people that work there. Focus on building a relationship, why you love Cloverdale, etc. Word limit: 200 words.
- Sponsors will provide a JPEG or PNG version of their logo for promotional purposes. If sponsors have social media, please provide the handles for promotional purposes.
- Sponsors can spend as much or as little as they see fit on decorations for their tree. Please do not use the following when decorating your tree: anything edible, tinsel or fake snow or any type of live plant.
- The trees must be undecorated, dismantled and picked up from the museum by appointment in January 2021.