

**cf**  
CYSTIC  
FIBROSIS NZ

**CHRISTMAS  
TREE FESTIVAL  
2021**

# SPONSORSHIP

24 NOV 2021 - 9 JAN 2022 WELLINGTON AIRPORT



- MAKE YOUR BUSINESS SHINE AND HELP IMPROVE THE LIVES OF KIWIS WITH CYSTIC FIBROSIS -





# THE EVENT

Are you interested in promoting your brand and organisation, while also improving the lives of Kiwis with the incurable genetic condition, cystic fibrosis?

If so, get on board with the Cystic Fibrosis Christmas Tree Festival held at Wellington Airport.

From 24 November – 9 January you can light up a Christmas tree with your business-branded decorations and support children and adults living with cystic fibrosis. The possibilities are endless and are limited only by your imagination.

Showcasing your brand to up to 16,000 potential customers per day is super-easy. We provide the tree, all you need to do is sign-up as a sponsor, get your creativity flowing and spend a couple of hours decorating it with your team in November.

All sponsors are invited to the opening gala, which is a great opportunity to network with other businesses who, like you, are inspired to spread some Christmas cheer while supporting Kiwis with cystic fibrosis.

## Ready to jump on board?

Fill out our Expression of Interest form at the end of this brochure and we'll get in touch.

## For more information contact:

Mary Tapp  
Festival Coordinator  
Email [cfchristmastreefestival@gmail.com](mailto:cfchristmastreefestival@gmail.com)  
Phone 0274 616 242



# BRAND VISIBILITY

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The festival provides a fantastic branding opportunity for any participating company. Trees are placed throughout the airport in high visibility spaces with all the associated daily foot traffic these areas receive.

On average over half a million people pass through Wellington Airport each and every month. In addition, pull up banners are placed within the airport promoting the Festival and including business logo's.



# NETWORKING

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All participating businesses are invited to the opening Gala at the airport. There's good food, wine, live music, guest speakers, and the great opportunity to meet with people from likeminded businesses.

The Best Christmas Tree is announced as judged by a local artist. Wellington Airport will once again provide a \$10,000 advertising package for the first place tree for this years' festival.



# PEOPLE'S CHOICE

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We engage the public with the festival by inviting them to be judges in the People's Choice Award, and support their favourite tree by voting in the terminal, or online.

The People's Choice winning tree receives a \$5,000 advertising package at Wellington Airport with a great incentive prize for the public for voting. Last year this was a pair of Beats Solo3 wireless headphones



# TREASURE HUNT

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A fun way to get the public engaged in the festival and explore the trees is the Treasure Hunt. Once all the trees are up, we create a treasure hunt for the public to do while they are in the terminal. This gives you added exposure as the public hunt through the trees to complete the hunt and engage with your brand.

*Photos: Musicians and schools are invited throughout December to perform as part of the Christmas Tree Festival. Left, is The Bandits, and above, are children from Holy Cross School.*



# SPONSORSHIP

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Clearly the festival is about fundraising. But it is also about building a community that know about our people, their needs and our goals.

Because we really want your tree and for as many businesses and community groups to be involved, we are asking for sponsors to simply 'pay what you can'.

Every dollar makes a difference, and we'd love for you to be involved. Please donate to the best of your ability.

Your participation means that people with CF can continue to be supported, have access to information, know someone is advocating on their behalf, and that there are scientists pursuing every opportunity for a better future.

**For more information contact:**

Mary Tapp

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# SECURITY

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The festival is at an airport making security issues very important.

Although any decorations are fine, please be aware that airport security will inspect each tree after installation. In particular they will look for any decorations that could potentially be hiding something, for example boxes or parcels.

Once inspected they may be stickered to show they are safe.

Airport operations and security personnel will have the final say on tree placement and retain the right to move trees at their discretion.

Talk to the Festival Coordinator for guidance if you have any questions about your planned tree decorations.



# KEY DATES

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## **Tuesday 23 November - Installation day**

Sponsors will be invited to decorate their tree (time frame to be confirmed). There is also the option to have a company plan and dress the tree for you, or if you have decorations already please contact the Festival Coordinator about dressing your tree if you are not able to attend on set up day.

## **Monday 10 January - Deinstallation day**

Christmas trees are dismantled from 1-4pm for sponsors. We can help you with this if you are unable to attend.

## **Thursday 2 December - Gala reception**

Invite-only reception with good food, wine, live music, guest speakers, and the great opportunity to meet with people from likeminded businesses.



# ABOUT CF

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Cystic fibrosis (CF) is a serious and ultimately terminal genetic condition affecting around 540 people in NZ.

CF causes the body to produce thick, sticky mucus which damages the lungs, digestive system, liver and other parts of the body.

People with CF endure a rigorous daily treatment regime, including chest physiotherapy, oral, nebulised and occasionally intravenous antibiotics, and taking enzyme tablets with food. Some people with CF will have a feeding tube overnight. This regime can take up to three hours each day, having a huge impact on quality of life.

Progressively, CF can cause diabetes, asthma, liver disease, and permanently reduced lung function which, in many cases, requires a transplant.

Life expectancy is in the 30s – less than half that of the average New Zealander.

Cystic Fibrosis NZ is the only charity dedicated to supporting and improving quality of life for people with CF and their families in New Zealand.

Funds raised through the Christmas Tree Festival provides personalised support, whether it is emotional guidance, practical advice, or financial assistance, to individuals and their families throughout their journey.

It also provides medical equipment, vouchers during hospitalisations, and advocacy services to secure cutting-edge medicines such as Trikafta.

# EXPRESSION OF INTEREST

To be a part of this wonderful festival, register your interest by filling out this form and return to Mary Tapp, festival coordinator, at [cfchristmastreefestival@gmail.com](mailto:cfchristmastreefestival@gmail.com)

**Business name**

**Contact person**

**Position**

**Best time and method to contact**

**Telephone / Mobile**

**Email**

**Postal address**

**Sponsorship terms and conditions**

A confirmation letter and details will be issued prior to the event. If you have not received confirmation of your booking within 7 days, please contact CFNZ to confirm. We cannot guarantee specific placements of trees within the airport. Wellington Airport have the right to move trees at their discretion, in general this would be because of security or operational issues. We will do our best to ensure you are more than happy with placement.

