

Cystic Fibrosis Wellington
**CHRISTMAS TREE
FESTIVAL 2026**

24 November - 8 January

cf CYSTIC
FIBROSIS NZ
WELLINGTON

 **WLG**



**BECOME A
SPONSOR
TODAY**

BRING JOY, SPARK CURIOSITY, AND MAKE A MEANINGFUL IMPACT

Don't miss the opportunity to take part in the annual Cystic Fibrosis Wellington Christmas Tree Festival, held at Wellington International Airport.

Step into a forest unlike any other, one that transforms Wellington Airport into a place of wonder, creativity, and purpose during the festive season.

Decorated with heart, creativity, and the shared goal of supporting Kiwis living with cystic fibrosis, a life-shortening genetic condition.

In 2025, we saw a record-breaking 65 incredible organisations come together to support this unforgettable festival. In 2026, we're going even bigger — and we want you to be part of it.

Why should you take part?

- 🌲 Brand visibility in one of New Zealand's busiest public spaces during peak holiday season with over 16,000 visitors DAILY
- 🌲 Align with a powerful cause to show your customers and community that you care about making a difference
- 🌲 Join a trusted network of like-minded businesses, community groups, and changemakers
- 🌲 Showcase your creativity by designing a tree that reflects your brand and values, while brightening thousands of journeys through the terminal.

This event is more than just a sponsorship. If your organisation believes in doing good, building community, and being seen in all the right ways, then this opportunity is one you won't want to miss.



WHAT IS CYSTIC FIBROSIS (CF)?

WHAT IS CF?

- Cystic fibrosis (CF) is New Zealand's most common life threatening condition, usually diagnosed at birth.
- It is a serious, life-shortening condition and there is no cure.
- 1 in 25 people carry the cystic fibrosis gene.
- CF primarily affects the respiratory and digestive systems.
- Thick, sticky mucus leads to blockages in the lungs and airways, causing chronic infections, reduced lung function, and a high risk of hospitalisation.
- The digestive system can also be affected, leading to issues such as difficulties in absorbing nutrients, digestive pain, bowel problems, and related symptoms like nausea, headaches, and fatigue.
- Many people with CF develop Cystic Fibrosis Related Diabetes (CFRD).
- CF is an invisible condition, the physical impacts are not always visible to others, but they could be facing significant challenges with deteriorating health.

WHERE DOES THE MONEY GO?

- CFNZ was founded in 1968 by parents, for parents. We have a long history of being committed to improving the lives of those affected by CF.
- CFNZ and its nationwide Branches deliver valuable support programmes and services to individuals with CF, their families, and whānau.
- Those services include social worker support to help individuals and families navigate the CF journey, education and resources, or financial grants to support the CF community when they need it most. This includes: groceries, hospital parking, wellbeing, grants to encourage physical activity, transplant grants as well as end of life, and funeral support.
- Fundraising goes towards sustaining and expanding the support programmes that address the unique needs of the CF community, allowing them to navigate the challenges they face to manage their condition effectively and with the right support.
- CFNZ is committed to supporting the CF community until a cure is found.





SPONSORSHIP PACKAGES

It's so simple to be a part of this special event. Choose your sponsorship package, fill out the **SPONSORSHIP FORM** and start planning your tree. We provide the tree and lights, you bring the vision and decor for the tree. AND! you could be in to win a \$10,000 advertising package from Wellington Airport for the best tree!

Your involvement provides you with a unique business opportunity and the best part is that your support of the Christmas Tree Festival plays a crucial role in providing the necessary services, programmes, and support that individuals with CF and their families rely on.

GOLD \$2,000 +

Christmas tree

- Choice of tree zone.
- Opportunity for a larger tree (6ft).
- Professional photos of your tree.

Promotion

- Inclusion in EDM to CFNZ and Wellington Airport databases.
- Ability to use the CFNZ Christmas Tree Festival logo

Direct mail

- Your tree and a mention featured in the CFNZ CF News magazine.

Signage

- Gold Sponsor logo placement on event signage.

Social

- Included in Gold sponsor thank you social video
- Personalised thank you highlights reel
- Assets to promote your involvement in the festival

Event

- Invitation to the Opening Gala Event

SILVER \$1,000 - \$1,999

Christmas tree.

- Professional photos of your tree.

Promotion

- Ability to use the CFNZ Christmas Tree Festival logo

Signage

- Logo on event signage.

Social

- Included in Silver sponsor thank you social video
- Generic thank you highlights reel.
- Assets to promote your involvement in the festival

Event

- Invitation to the Opening Gala Event

BRONZE \$500 - \$999

Christmas tree

- Professional photos of your tree.

Promotion

- Ability to use the CFNZ Christmas Tree Festival logo

Signage

- Logo on event signage.

Social

- Generic thank you highlights reel.
- Assets to promote your involvement in the festival

Event

- Invitation to the Opening Gala Event



PEOPLE'S CHOICE.

Throughout the festival members of the public are invited to select and vote for their favourite tree for the People's Choice Award, announced at the conclusion of the festival. Votes can be cast in the terminal, or online.

The winner of the People's Choice Award receives a \$5,000 advertising package at Wellington Airport. There are prizes available for those who vote too.



TREASURE HUNT

A fun way to get the public engaged in the festival and explore the trees is a treasure hunt.

Once all the trees are in place, we create a treasure hunt experience for the public while they're visiting the terminal. This provides added exposure to engage with your brand while they hunt through the forest of trees.



KEEPING THE AIRPORT AND VISITORS SAFE

The safety of the Wellington Airport team and all visitors to is a priority which means security is very important.

Airport security inspects each tree after installation, and once inspected parts of the decorations may be stickered to show they are safe.

Confirmation and details will be issued prior to the event. If you have not received confirmation of your sponsorship within 7 days, please contact the Festival Coordinator.

We cannot guarantee specific placement 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 happy with your placement. All pricing is exclusive of GST.



KEY 2026 FESTIVAL DATES



INSTALLATION DAY - TUESDAY 24 NOVEMBER 10AM - 3PM

Sponsors are invited to decorate their tree at this time - bring your decorations and Christmas cheer. If you get stuck, you can also opt to have a decorating company plan, theme, and dress your tree for you. Contact the Festival Coordinator if you would like more information on this service.

If you are not able to be there on the day of set up, please contact the Festival Coordinator about decorating your tree for you.

FESTIVAL OPENING GALA - Evening TUESDAY 1 DECEMBER

All sponsors are invited to the official opening gala of the festival, held in the Wellington Airport terminal. There's good food, wine, live music, guest speakers, and the opportunity to meet other like minded community focused organisations.

The Best Christmas Tree is announced as judged by a local artist during the event and Wellington Airport provides a **\$10,000 advertising package** for first place!

PACK DOWN - FRIDAY 8 JANUARY 10AM - 1PM

The Christmas trees are dismantled and we can support you if you're unable to attend on pack down day.

"The Wellington Christmas Tree Festival has been held at Wellington Airport for the past 11 years. It's always amazing to see the airport transform and sparkle with festive cheer. Each year brings new designs and creativity from our tree sponsors. Some amazing sponsors return every year to decorate a tree, along with new sponsors who want to be part of the event. We are so very grateful for the wonderful support to help us raise funds to support people living with cystic fibrosis."

Paula Richards, CFNZ Wellington Branch Chair



"We've hosted the Cystic Fibrosis Wellington Christmas Tree Festival at Wellington Airport for 10 years now, a milestone we're really proud of."

We love working with the local Wellington Branch team, generous sponsors and our team of volunteers to raise vital funds and awareness in support of the CF community.

The festival is very popular with travellers and the airport community and creates a fantastic Christmas vibe in the terminal. We're looking forward to making the 2025 event bigger and better than ever."

**Jo Maxwell
Manager Brand and Sponsorship,
Wellington Airport**



A WORD FROM OUR 2025 WINNERS



Our first-place winners for 2025, Mary Potter Hospital had a special story behind their Christmas tree. "We had the best time being part of this event. Our plan was to appeal to children with bright colours, lots of things to look at and joyful colours. The project provided a sense of purpose and satisfaction, and the appreciation of the collective effort was palpable. The joy of winning was the icing on the cake".



Our 2025 third place winner, Good Bitches Baking are all about the power of community. Belinda, from GBB said "supporting CFNZ through taking part in the festival aligned perfectly with what we do here at GBB and was a natural fit for us. It was such a wonderful way to bring our incredible team of volunteers together as well as highlight the many organisations we support and bake for in the community. To place third was incredibly special, and seeing Mary Potter Hospice — an original GBB recipient for the past 11 years, take out first place truly was the icing on the cake.

Second place winners Catalyst saw the joy the festival brings to Wellington Airport so they took a closer look at the work CFNZ and Cystic Fibrosis Wellington Branch do to support people living with CF. Beyond the festive spirit the event creates, the meaningful mahi and purpose behind it made supporting the event an easy decision for Catalyst who have taken part for the past three years. "The Christmas Tree festival is an event our team loves being a part of and we're already looking forward to creating next years tree. Watch this space!"

Catalyst.



Mary Tapp

FESTIVAL COORDINATOR

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[Sign up @CysticFibrosisNZ](https://www.cfnz.org.nz)



[Christmas Tree Festival](https://www.facebook.com/cfnz)



www.cfnz.org.nz

www.wellingtonairport.co.nz