



33rd Annual
Red Deer Festival of Trees
2026 Sponsorship Opportunities

November 26 - 29, 2026
Westerner Park



Festival 2026 Snapshot

Ticketed Events

Preview Dinner
Thursday, November 26, 2026 | 6:00 pm
Tickets available through sponsorship only

Festival of Wines & Spirits
Friday, November 27, 2026 | 7:00 pm
Tickets \$120

Mistletoe Magic
Saturday, November 28, 2026 | 5:00 pm
Tickets \$125

Tree Room & Candy Cane Lane

Friday, November 27, 2026
10:00 am to 9:00 pm
(Candy Cane Lane closes at 8:00 pm)

Saturday, November 28, 2026
10:00 am to 9:00 pm
(Candy Cane Lane closes at 8:00 pm)

Sunday, November 29, 2026
10:00 am to 4:00 pm

General Admission

\$10 Adults
\$5 Children ages 4 to 12 (3 & under free)
\$8 Seniors (65+)
Free parking every day of the event



When you sponsor Festival of Trees, you help put essential equipment into clinical use where it's needed most. Since its inception in 1994, Festival of Trees has raised more than \$20 million to fund medical equipment and programs at the Red Deer Regional Hospital Centre.


The impact is practical and immediate: shorter wait times, faster access to diagnostics and surgery, and fewer hours spent on the road for patients and their families.

Being able to receive care close to home also means families can stay present, supporting recovery instead of managing distance.

Your contribution directly strengthens the hospital's ability to care for Central Albertans, today and for years to come. Thank you.

Manon Therriault, CEO





Our 2026 Cause

When someone in Central Alberta experiences a medical emergency, access to advanced care can make all the difference.

As the only referral hospital serving more than 500,000 people across Central Alberta, Red Deer Regional Hospital is at the centre of some of our region's most urgent and complex healthcare needs. While hospital expansion is underway, the building alone is not enough. It must be equipped with the technology, innovation, and specialized resources needed to deliver exceptional care.

Your sponsorship of Red Deer Festival of Trees will help advance critical healthcare priorities. This includes bringing life-saving cardiac care closer to home through an interim Cardiac Catheterization Lab opening in 2027, investing in innovative medical technology, supporting specialized equipment, and enhancing the tools and training healthcare teams need to provide world-class care.

These investments will help reduce wait times, decrease the need for patients to travel outside the region for treatment, improve patient outcomes, and strengthen our ability to attract and retain top healthcare professionals.

Together, we are building a healthier future for Central Alberta.





2026 Sponsor Benefits

SILVER \$1,500 - 2,999	GOLD \$3,000 - 4,999	EMERALD \$5,000 - 7,499	RUBY \$7,500 - 9,999
2 tickets to Preview Dinner	2 tickets to Preview Dinner	4 tickets to Preview Dinner	6 tickets to Preview Dinner *
8 General Admission tickets	10 General Admission tickets	Event Banner	Event Banner
Listing on public print materials	Listing on digital signage	12 General Admission tickets	14 General Admission tickets
Listing on Festival website	Listing on public print materials	Logo on digital signage	Logo on digital signage
	Listing on Festival website	Listing on public print materials	Listing on public print materials
		Listing on Festival website	Logo on Festival website
STAR \$250 - 1,499			
4 General Admission tickets			
Listing on Festival website			

Sponsor Ticket Selection

All sponsors who meet any of these levels have the opportunity to purchase Festival of Wines & Spirits and Mistletoe Magic tickets prior to public sale. Tickets must be requested by [September 30, 2026](#). Tickets go on sale to the public on [October 5, 2026](#). Please note that tickets for these two events are by purchase only, except as indicated for Event Level Sponsors.

All tickets are subject to availability.

Important Date for Sponsors

Sponsorship Agreement Form Deadline: **OCTOBER 9, 2026**

If your sponsorship agreement form is received after the October 9, 2026 deadline, you may not receive full print recognition.



2026 Sponsor Benefits

DIAMOND \$10,000 - 14,999	PLATINUM \$15,000+	EVENT \$25,000	TITLE \$50,000
8 tickets to Preview Dinner *	12 tickets to Preview Dinner *	16 tickets to Preview Dinner *	24 tickets to Preview Dinner *
Event Banner	2 tickets to the event of your choice	8 tickets to the sponsored event	Event Banner
16 General Admission tickets	Event Banner	Event Banner	18 General Admission tickets
Logo on digital signage	18 General Admission tickets	18 General Admission tickets	Logo on digital signage
Logo on public print materials	Logo on digital signage	Logo on digital signage	Logo on public print materials
Logo on Festival website	Logo on public print materials	Logo on public print materials	Logo & link on Festival website
Social Media Recognition	Logo & link on Festival website	Logo & acknowledgement displayed at the sponsored event	Social Media recognition
	Social Media Recognition	Logo & link on Festival website	Recognition on outdoor marquis sign at Festival
		Social Media Recognition	Your printed name listed as subtext with Festival name

Preview Dinner

Sponsors in levels Silver to Title will receive complimentary tickets to the exclusive Preview Dinner. Thursday, November 26, 2026 | 6:00pm - 11:00 pm | Prairie and Neeralta Pavilions

* Sponsors in levels Ruby to Title have the opportunity to purchase an additional four Preview Dinner tickets at a cost of \$500 each.

2026 Sponsorship Opportunities

Title Sponsorship Opportunity

Sponsorship of \$50,000

For the exclusive right to have your sponsor name appear prominently alongside the Festival of Trees logo.

Preview Dinner

Sponsorship of \$25,000

Thursday, November 26, 2026

A Black-tie gala for sponsors featuring food, drinks, & engaging entertainment.

Festival of Wines & Spirits

Sponsorship of \$25,000

Friday, November 27, 2026

The biggest party at Festival! Always a sellout!

Mistletoe Magic

Sponsorship of \$25,000

Saturday, November 28, 2026

An elegant dinner and dance for fathers and their beautiful daughters.

Candy Cane Lane

Sponsorship of \$20,000

Friday, November 27 to Sunday, November 29, 2026

A magical children's area featuring fun and games.

Gift & Sweet Shop

Sponsorship of \$10,000

Thursday, November 26 to Sunday, November 29, 2026

Christmas trinkets, treats, and hand-crafted items from local artisans for sale.

Community Builder

Sponsorship of \$5,000

Sponsorship will provide gate admission passes to several non-profit agencies for the benefit of those who might not otherwise get to experience the joy of Festival of Trees.

Decorated Christmas Tree Program

The Tree Room and decorated Christmas trees are the heart of Festival.

Each year thousands of people enjoy the magic of the tree displays.

All trees are sold in the public silent auction benefitting this year's cause.

Cash Tree

Donate \$1,500-\$2,500

Trees are decorated by our talented Festival Elves.

(maximum 20 available)

Gift in Kind Tree

Decorate a tree yourself in your own unique design.

(value determined by your cost, minimum \$750)



2026 Sponsorship Opportunities

Cause Booth

Sponsorship of \$20,000

Your name & logo will appear inside the Cause Booth, letting thousands of Festival guests know of your commitment to improve healthcare in our region.

Volunteer Support

Sponsorship of \$15,000

Festival of Trees runs on the stomachs of its volunteers, and with this sponsorship you will help provide food and beverages to the 1200 people who make the Festival happen.

Silent Auction

Sponsorship of \$15,000

Get your company logo printed on auction display cards, the auction website, and throughout the Tree Room. Thousands of Festival guests view and bid on our silent auction items, and your name can be front and centre.

Main Entertainment Stage

Sponsorship of \$5,000

An opportunity to support local children's groups and adult talent on the free stage at Festival. Your banner will appear on stage, in addition to the other benefits of Emerald sponsorship.

Raffle Alley

Sponsorship of \$5,000

Our 50/50 raffle and others are some of the most popular activities at Festival. Have your logo emblazoned on signage in the raffle area of the Tree Room.

Silent Auction & Raffle Items

Silent auction & raffle items are a valuable part of Festival and generate much enjoyment for our guests.

We are very grateful for all donations but as space is limited, we are unable to guarantee where your item will be displayed during Festival. We reserve the right to designate items for silent auction or other areas to ensure we honor the sponsor while maximizing proceeds for our fundraising cause. Please speak with your Festival representative about the item you would like to donate before completing the Sponsorship Agreement Form.

All donation values will be determined in accordance with Canada Revenue Agency guidelines. Substantiated fair market value must accompany all items.



Thank You to our 2025 Sponsors

Title Sponsor



Event Sponsors

Joan Donald
John & Heather Donald
Kathy & Peter Lacey
Dr. Regina Donnelly



EAGLE BUILDERS



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RED DEER TWILIGHT HOMES FOUNDATION



Serving Seniors and our Community

Sandra Dransfield & David Mousseau

save on foods

North & East Hill



Thank you to our 2025 Sponsors

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- Red Deer Polytechnic
- Servus Credit Union
- The Coverall Shop
- Total Communication Services Inc.



Thank You to our 2025 Sponsors

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The Eye Studio Optometry Clinic
Triple A Electric Ltd.
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Turple Bros. Ltd.



Thank You to our 2025 Sponsors

Silver Sponsors

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ATCO
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Bloom & Basil
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Cheryl & Barry Simpson
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eighteen91 Ltd - Ponoka Golf Club
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Red Deer Eye Care
Red Deer Lock & Safe
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Safari Spa & Salon and Med Spa
Sharon & Barry Tebb
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The Hideout
Tollers Bistro
Under the Covers Romance Book Shop
Visual-Eyes
Westland Insurance Group Ltd.





To learn more, get in touch with us:
403-343-4773 | sponsorship@reddeerfestivaloftrees.ca
reddeerfestivaloftrees.ca | Fax: 403-346-2128