



Wellington Airport is getting ready for the annual

CHRISTMAS TREE FESTIVAL 2023

21 November - 9 January

Wellington Christmas Tree Festival
Sponsored by
cf CYSTIC FIBROSIS NZ

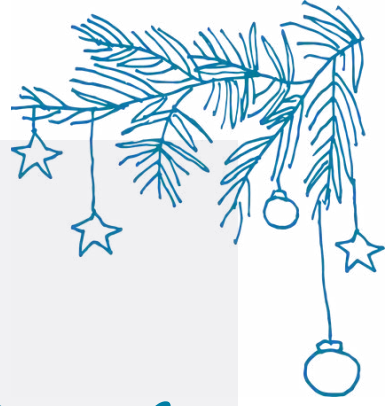
No 56
Another awesome tree by
THE CHRISTMAS DECORATORS
www.thecycticfibrosisteam.com

cf CYSTIC FIBROSIS NZ

WELLINGTON AIRPORT



TREES
FOR
PURPOSE



WE'RE SEEKING DELIBERATE ACTS OF KINDNESS PARTNERS

for our Christmas Tree Festival

What could be more inspiring than a sparkly Christmas tree?

An airport forest full of them, bringing joy and curiosity!

This display of creativity and beauty has become part of an iconic and unique experience only seen at Wellington Airport.

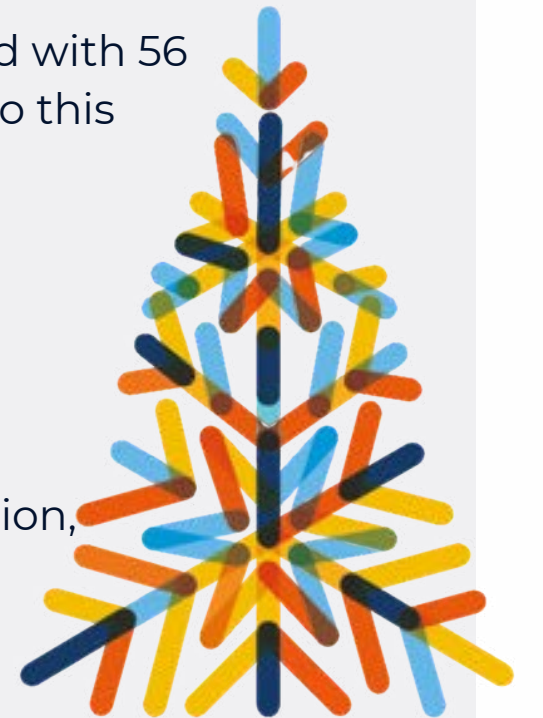
These are no ordinary Christmas trees, they are TREES FOR PURPOSE, trees that make a difference to kiwis living with cystic fibrosis.

The 2022 Christmas Tree Festival was the biggest on record with 56 organisations who gave their time, kindness and support to this event. 2023 we're aiming for an even bigger festival.

We're looking for like-minded organisations who have a passion for doing good, and want to make a Deliberate Act of Kindness.

If you're interested in promoting your brand and organisation, while also supporting kiwis with a life-threatening genetic condition, then this is an opportunity too good to miss?

Read on to find out more.





THE IMPACT OF YOUR INVESTMENT

You're helping to provide meaningful support.

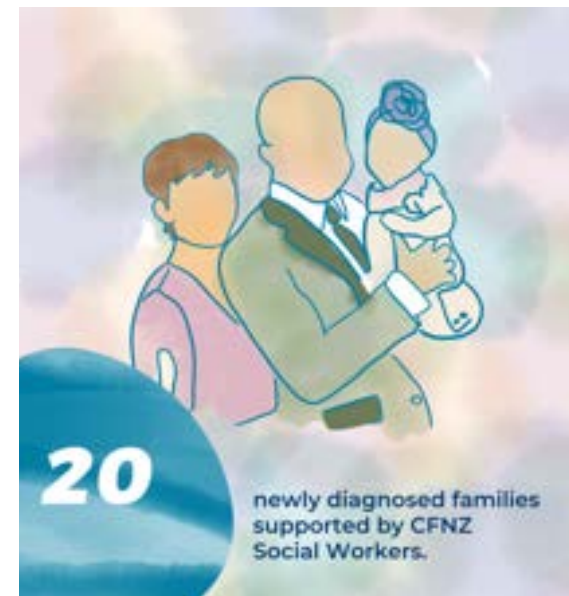
By providing your support, individuals, businesses, schools, and communities can make a difference.

Every dollar raised goes towards sustaining and expanding the support programmes that address the unique needs of the CF community.

These resources can help individuals with CF and their families navigate the challenges they face and access the necessary tools and information for managing the condition effectively.



Data is as reported by the from the Cystic Fibrosis Association of NZ Social Workers patient database for the period 1 July 2022 to 30 June 2023.





ABOUT CYSTIC FIBROSIS NZ

who we are

- 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 delivers valuable support programmes and services to individuals with CF, their families and whānau.
- CFNZ is the only national organisation in New Zealand focused on delivering services and programmes to the CF community.
- We take an individualised approach to ensure our people with CF have access to support that works for them regardless of their location.
- Our values reflect our compassionate and proactive approach.
- CFNZ is committed to supporting the CF community until a cure is found.
- We are focused on:
 - enhancing quality of life
 - providing guidance and advice
 - ensuring access to resources
 - helping people with CF and their families to have quality of life

CF is a condition for whole of life. Our community are in this for life, and so is CFNZ.



WHAT IS CYSTIC FIBROSIS?

- Cystic fibrosis is a whole of life condition, and most are diagnosed at birth.
- It is a serious, life-shortening and life threatening genetic condition, with no cure.
- 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 higher 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.
- CF is an invisible condition, the physical impacts are not always visible to others but they could be facing significant challenges with deteriorating health.
- This can make it difficult for others to fully understand the daily struggles and limitations that individuals with CF experience.



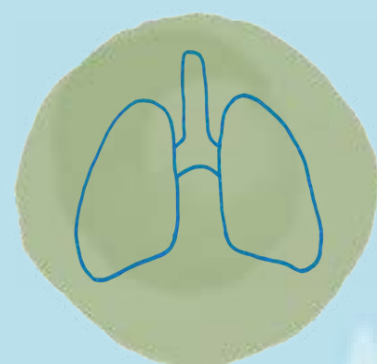
PHYSICAL HEALTH



EMOTIONAL HEALTH



QUALITY OF LIFE



Lungs



Gastrointestinal Tract



Liver



Pancreas



Sinuses



Fertility

THE IMPACT OF CF

on individuals and families



Family life and relationships

- CF can limit parents' and caregivers' ability to participate fully in other aspects of life, creating pressure on relationships and reduced involvement in school, sports, social events, and personal hobbies.



Mental health and wellbeing

- Lifelong impact from depression and anxiety from stress, trauma, isolation, fear, grief, and isolation.



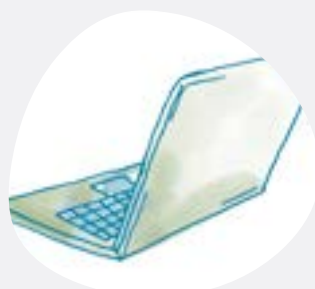
Extended hospital stays

- Infections, complications, and declining health mean long stays in hospital for treatment.



Treatment burden

- Hours of lung clearance and coughing, mountains of medications, hospital visits, and juggling nutritional requirements.



Reduced productivity

- Due to hours of managing a lifelong burden of treatment, this results in a loss of opportunities, productivity, and income.



'excited to breathe through clear lungs' after Pharmac funds 'miracle' drug



A kid living with cystic fibrosis can't wait to "see what it feels like to breathe through clear lungs" after Pharmac announced it would fully fund what is touted as a miracle drug.



Pharmac proposes funding for Cystic Fibrosis treatment



Medicines help but they're not a cure. People with CF, can't take a pill and walk away.

While significant advancements and ongoing research have led to improved treatments and therapies like Trikafta, it's important to remember they are not a cure for CF, and not all people will be eligible or get benefit.

People with CF still require ongoing treatments and therapies, as excess inflammation and established lung disease persist. Providing comprehensive support and adapting to the challenges that individuals with CF face is vital to providing overall quality of life and wellbeing.

Medications are an additional tool in the treatment of CF, they can be transformative, but they're not a standalone solution. Ongoing research and advocacy are necessary to ensure future developments in treatments, and expanded access to therapies that will work for all people with CF while we ultimately find a cure.

In the meantime as new medicines help to support improved life expectancy, they also have greater implications. Individuals with CF may need to navigate issues related to their education, career, finances, and long-term planning for their healthcare needs. It's crucial there is supportive resources and guidance to help individuals and their families navigate these complexities and make informed decisions.



The years we've spent working on projects here have made us feel like part of the Wellington Airport family, so it seems natural to get involved in this worthwhile cause each Christmas.

Every year we see the opportunity to create something unique to our industry using resources we have on hand like repurposed timber and leftover materials. We wholeheartedly enjoy the experience, getting to build something special together, and the opportunity to meet and get talking to the other teams.

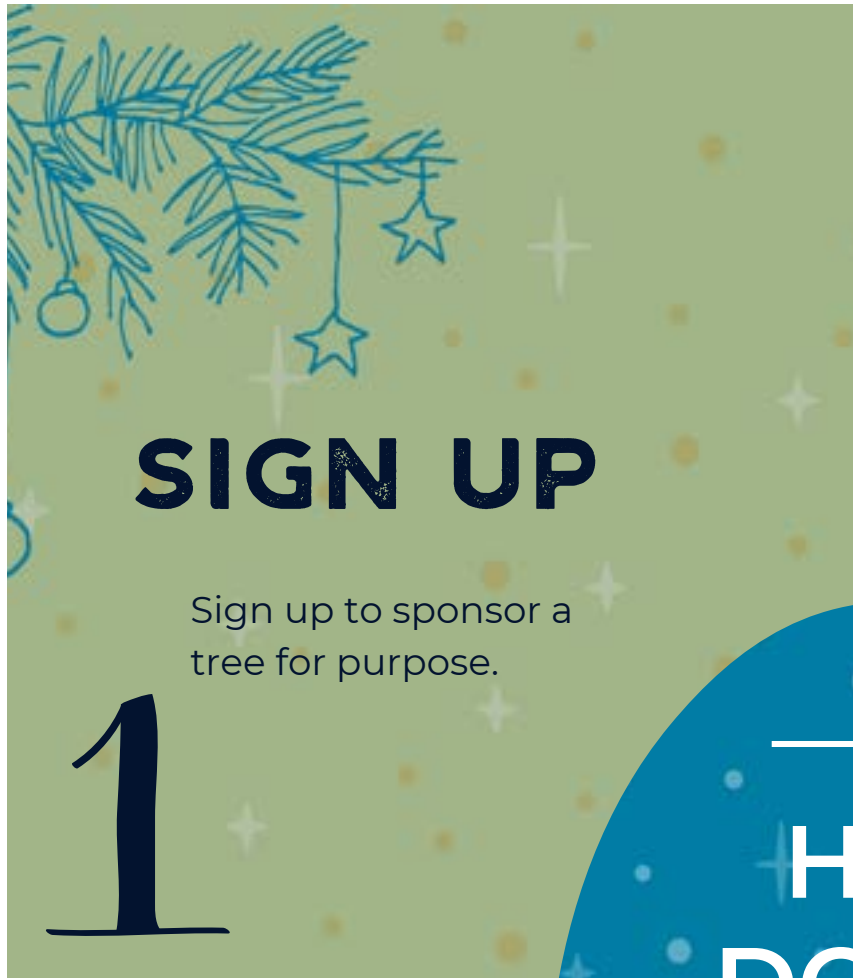


At Sams Art House, we are all about the joy of creating and for the past couple of years, it's been a privilege to be able to create fun, colourful, funky Christmas Trees for the Cystic Fibrosis Christmas Tree Festival.

This Festival has been going for many years and it just gets bigger and better each year. It not only brings attention to the very important cystic fibrosis cause, it also brings the fabulous joy of Christmas to Wellington Airport and all the commuters passing through.

Personally I have loved getting my little art school kids involved in this awesome festival. I give the kids free rein on creating their decorations, some are very random, but all are what Christmas is about – fun, colourful, happy kids getting all hyped about the season!





SIGN UP

Sign up to sponsor a tree for purpose.

1



GET INSPIRED

You can use your tree as an opportunity to showcase your business, services and creative talent that will be seen by thousands of visitors a day.

2

HOW DOES IT WORK?



DECORATE

We provide the tree with lights. Get a team together and decorate your tree, or work with a decorating company that can come up with something creative to reflect your business.

3



CELEBRATE

You're helping to make a better and brighter Christmas for all children and adults with cystic fibrosis and their families.

4



Cystic Fibrosis NZ and Wellington Airport collectively deliver the Christmas Tree Festival.




The festival provides a fantastic branding opportunity to those who participate. Trees are placed throughout Wellington Airport in high visibility spaces with all the associated daily foot traffic these areas receive.

Light up your Christmas tree themed with your school or business personality, that can be seen by **16,000** potential visitors every day.

The possibilities are endless, let your imagination run wild and be in to win an advertising package with Wellington Airport.

They're `thought trees' - so much more than Christmas Trees. Deeper messages, not just celebrating the joy of Christmas, but also...

-  Sustainability
-  Culture
-  Design

-  Appreciating what's on our doorstep
-  Embracing local
-  A time to remember and reflect



Lynne Sandri, Judge and Artist

KEY DATES



INSTALLATION DAY - TUESDAY 21 NOVEMBER

Sponsors are invited to decorate their tree (timeframe to be confirmed). You can also choose the option to have a decorating company plan, theme, and dress your tree for you. If you already have some themed decorations you would like to use, please contact the Festival Coordinator about decorating your tree for you, if you're not able to be there on the day of set up.

PACK DOWN - WEDNESDAY 10 JANUARY (TO BE CONFIRMED)

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

FESTIVAL OPENING GALA - 30 NOVEMBER

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 on the night.

Wellington Airport provides a \$10,000 advertising package for first place.



SPONSORSHIP OPTIONS

Benefits of being a partner

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

- 4 x Social media posts
- Personalised thank you highlights reel
- Assets to promote your involvement in the festival

Event

- Invitation to the Opening Gala Event

SILVER
\$1,000 - \$2,000

Christmas tree

- Choice of tree zone for your tree location.
- Professional photos of your tree.

Promotion

- Ability to use the CFNZ Christmas Tree Festival logo

Signage

- Logo on event signage.

Social

- 2x Social media posts
- Generic thank you highlights reel.
- Assets to promote your involvement in the festival

Event

- Invitation to the Opening Gala Event

BRONZE
\$500 - \$1,000

Christmas tree

- Choice of tree zone for your tree location.
- Professional photos of your tree.

Promotion

- Ability to use the CFNZ Christmas Tree Festival logo

Signage

- Logo on event signage.

Social

- 1 x Social media posts
- Generic thank you highlights reel.
- Assets to promote your involvement in the festival

Event

- Invitation to the Opening Gala Event

A confirmation letter 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



PEOPLE'S CHOICE.

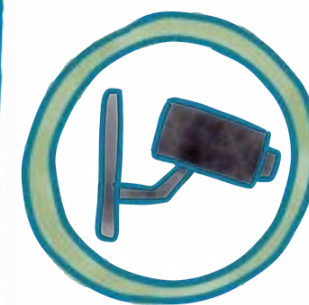
We engage with the public throughout the festival by inviting them to be judges and vote for the People's Choice Award, Votes can be cast in the terminal, or online.

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 for the public to do 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 the airport 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.

It's fun, festive, and CFNZ is a great charity to support.



Mary Tapp

FESTIVAL COORDINATOR

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LET'S WORK TOGETHER

While our Kindness Manager, Fred Bear is taking a break from packing Christmas decorations, we would love for you to sign up and become a part of our iconic 2023 annual Christmas Tree Festival.

[VISIT - www.cfnz.org.nz/christmas_tree](http://www.cfnz.org.nz/christmas_tree)

