



# Cystic Fibrosis Wellington **CHRISTMAS TREE FESTIVAL 2025**

26 November - 8 January

**cf** CYSTIC  
FIBROSIS NZ  
WELLINGTON







**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 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 2024, we saw a record-breaking 60 incredible organisations come together to support this unforgettable festival. In 2025, 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.





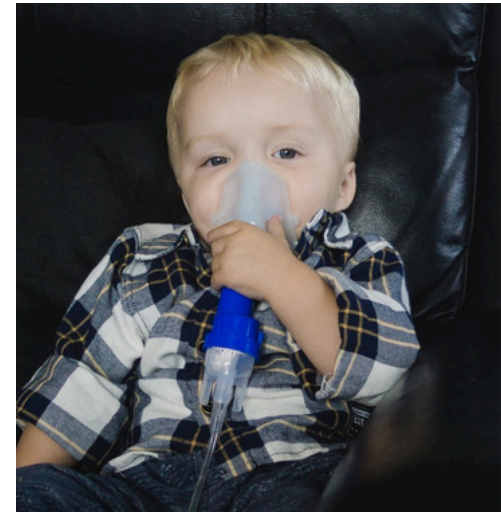
# WHAT IS CYSTIC FIBROSIS (CF)?

## 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 even provide the tree and lights for you. 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

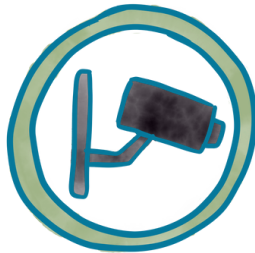
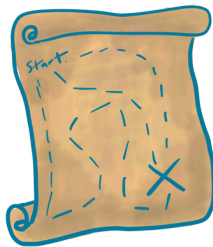
A fun way to get the public engaged in the festival and explore the trees is a treasure hunt.

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.



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.





# KEY 2025 FESTIVAL DATES



## INSTALLATION DAY - TUESDAY 25 NOVEMBER 10AM - 3PM

Sponsors are invited to decorate their tree at this time. You can also choose 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.

## FESTIVAL OPENING GALA - TUESDAY 2 DECEMBER TBC

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 9 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 10 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 2024 WINNERS



**SCOTS COLLEGE**  
*Learning. For Life*

Our first-place winners for 2024, Scots College view the festival as more than just a seasonal display, it's an educational journey that fuses art, science and community service. Alicia Lee, a dedicated Year 6 student led her school's project with a blend of passion and insight. "I researched cystic fibrosis, collaborated with teachers and experts, and even created a presentation for our Junior School," Alicia explained. "Seeing 140 young students understand how their creativity can support those affected by CF was truly inspiring".

The tree, adorned with lung-shaped lanterns, DNA molecule toppers and carefully crafted ornaments became a living canvas of empathy and learning. Art teacher Zoe Hainge says that in the 5 years she has taught at Scots College she has "cherished every moment of being part of the Christmas Tree Festival, and event that perfectly reflects our commitment to community service and creative expression. We embed the values of giving into our teaching, using the festival as a unique opportunity to raise awareness about cystic fibrosis while inspiring students to explore art and sustainable creativity."



Our 2024 second place winner, Sams Art House, is all about fun, colour, creativity and community. Founder Sam Walker has embraced the spirit of the season by letting her art classes run wild with every available medium, "Kids adore Christmas, and as it happens, so do I" says Sam. "Christmas is such an awesome way of bringing community together and the Christmas Tree Festival not only brings joy and colour to the airport, it benefits such a good cause, CFNZ".

Third 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 year's tree. Watch this space!"

*Catalyst.*







Mary Tapp

FESTIVAL COORDINATOR

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phone: 0274 616 242



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[Christmas Tree Festival](#)



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