



Cystic Fibrosis NZ

CHRISTMAS TREE FESTIVAL 2026

4 December - 8 January





BECOME A
SPONSOR
TODAY

WELCOME TO THE AUCKLAND CHRISTMAS TREE FESTIVAL

Auckland has all the ingredients needed to create an extraordinary Christmas tradition. With a growing population, vibrant business community, major retail destinations and diverse communities, the city provides the perfect setting for a flagship festive event

In partnership with Westfield St Lukes, we are transforming a premium retail space into a spectacular forest of Christmas trees, each uniquely designed and decorated by businesses, organisations and community groups from across Auckland.

While new to Auckland, the Festival is inspired by the success of the CFNZ Wellington Christmas Tree Festival, which has brought communities together, raised vital funds and spread festive cheer for more than 15 years. We are excited to build on that legacy and create a uniquely Auckland experience that families, businesses and community groups can enjoy for years to come.

The Festival of Trees is more than a Christmas display. It is an opportunity for organisations to showcase their creativity, engage their teams, connect with the community and demonstrate their commitment to making a difference for New Zealanders living with cystic fibrosis.

Together, we're creating a festive destination that celebrates creativity, community and the collective impact of businesses doing good. We're proud to be partnering with St Lukes and we'd love to welcome you to join in the Christmas magic too.

Last years winners reading left to right, top to bottom: Catalyst (2nd Place), Mary Potter Hospice (1st Place), Wellington Indian Assoc. (special mention), Good Bitches Baking (3rd Place).





SHOWCASING A CREATIVE CHRISTMAS TREE FOREST

HOW IT WORKS



Sponsor a Tree

Transform a Christmas tree into a creative expression of your brand, people and values. Or, just decorate a beautiful Christmas Tree.



Join the Celebration

Enjoy exclusive access to the Festival Opening Gala alongside sponsors, partners and supporters.



Compete for Recognition and Bragging Rights

Take part in Festival Awards to win Best Dressed Tree and People's Choice.



Engage the Community

Engage with your local community and use the tree as a brand activation.



Make a Difference

Create a memorable experience for thousands of visitors who can enjoy the Festival free of charge.

Funds raised support CFNZ's support services, advocacy and programmes for people living with cystic fibrosis and their families.

Why should you take part?



Elevate your brand through a unique Christmas activation in a premium retail environment



Bring your team together through a creative project that showcases your organisation's personality and values



Connect with shoppers, businesses and the wider Auckland community throughout the festive season



Join a trusted network of like-minded businesses, community groups, and changemakers.

Join us and be part of something special from the very beginning.



What is cystic fibrosis?

CF is a progressive, lifelong and life-shortening genetic condition that affects over 600 people in New Zealand. It's for whole of life, and **there is no cure**.

In New Zealand, CF is identified through the heel prick test undertaken on newborn babies and confirmed through sweat chloride and gene testing.

CF is more than a lung condition, it is a multisystem condition with significant morbidity and mortality causing liver disease, issues with digestion, sinus disease, CF related diabetes, infertility, and weakened bone density.

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

1 in 25 of us carries the gene that causes CF.

CF is incredibly isolating.

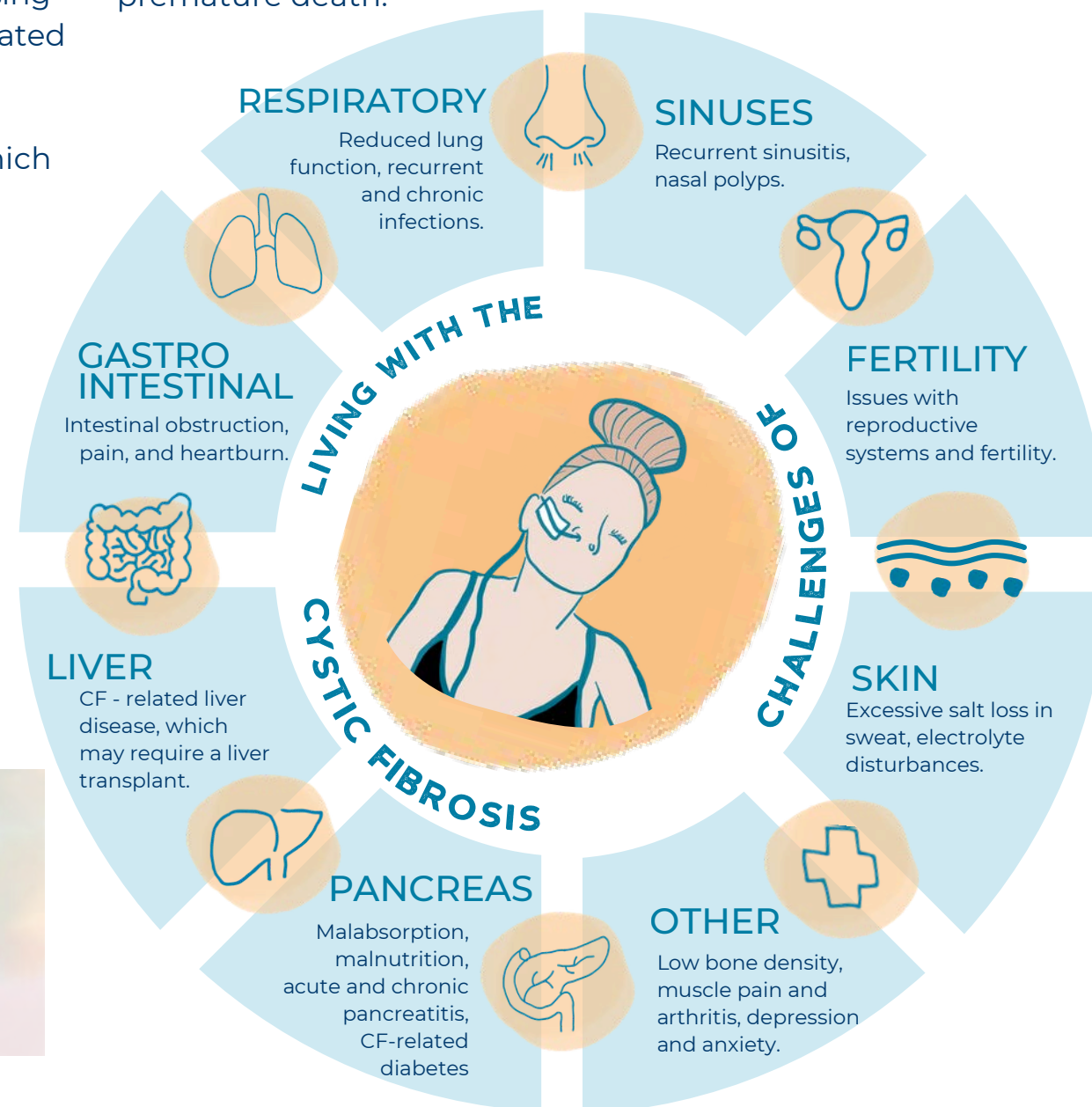
Due to cross-infection risks, our community cannot come together physically so we rely on digital and tech to stay connected.

We were in our newborn bubble, and then there was this diagnosis. We didn't know much about CF, nor the medical advancements. It wasn't the start we imagined. It was hard, but we had a lot of support.

Parent of a child with CF

People with CF endure a life-long, demanding and time-consuming daily regime of lung clearance and medication, together with regular medical check-ups and, over time, increasingly frequent hospital admissions.

It takes courage to live with and survive with CF, it can be isolating, painful, and frightening, leading to anxiety, depression, and poor quality of life, as they face the potential for declining health, increased complications, major medical interventions, and premature death.



*Luca,
Medicines Advocate, Little cutie, lives with CF*

The impact of our work *a snapshot of 2026*

5459

Interactions by our CFNZ Social Workers providing guidance every step of the journey ensuring no one faced the challenges of CF alone.



363

Breath 4 CF physical activity grants

enabled people with CF to engage in exercise, supporting their lung health and improving wellbeing by removing financial barriers to get moving.



16

Newly diagnosed families supported

who received essential guidance and care as they began their journey with CF, ensuring they felt supported from day one.



287

Welfare and hardship grants

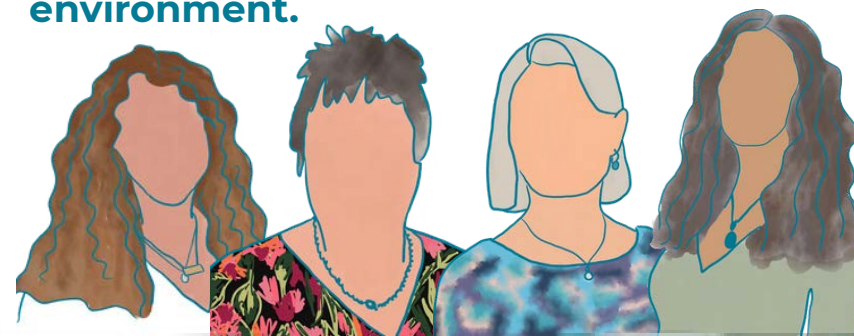
removing financial barriers to essentials and providing assistance with counselling, groceries, petrol, power, heating and other resources while juggling the complex challenges of CF.



1217

Outpatient visits by our Social Workers

Meeting our community where they are, not only along their CF journey but geographically too. Outpatient support helps to shift the focus of support to everyday life, empowering people with CF to thrive outside of the hospital environment.



13

Hospital allowances

eased some of the financial burden of hospital stays, ensuring our community focus on rest and recovery.



Support programmes in Action

8

Palliative or End of Life Grants

supporting people through end of life services. Providing support to a family grieving the loss of a loved one and honoring their memory.



11

Chris Howlett Endowment grants

supporting our CF community to thrive. With a shortened life expectancy, this grant supports people with CF to envision a life unlimited.



121

Health care and wellbeing plans

created by our Social Workers, equipping people with CF to achieve meaningful goals and support management of their CF.



9

Advocacy Initiatives

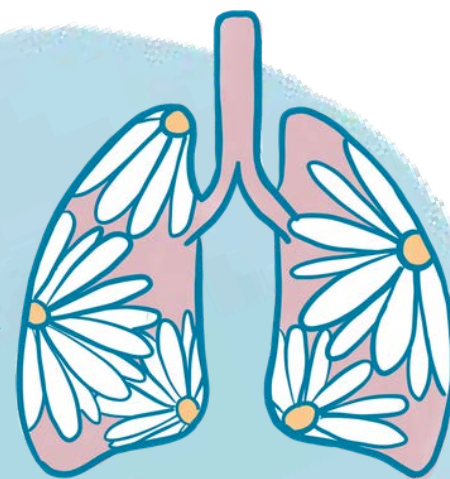
championing crucial issues from equitable access to modulators to improving access to treatment and standards of care for all Kiwis.



2

Transplant grants

provided critical support with essentials during extended stays in hospital pre- and post-transplant.



10

CF Achiever Award recipients

received a financial contribution to celebrate their achievements and advance their goals in sports, the arts, leadership and education while navigating CF.





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, all sponsors are in to win an advertising package for the Best Dressed Tree!**

Involvement in the Festival provides you with a unique business opportunity and the best part is that your support plays a crucial role in providing the necessary services, programmes, and support that individuals with CF and their families rely on. Thanks for your Partnership!

GOLD

\$2,500 +

Christmas tree

- Premium tree zone.
- Opportunity for a larger tree
- Professional photos of your tree.

Promotion

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

Community Publications

- 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

- Four Invitations to the Exclusive Opening Gala Event

SILVER

\$1,500 - \$2,499

Christmas tree.

- Christmas tree included
- Professional photos of your tree.

Promotion

- Ability to use the CFNZ Christmas Tree Festival logo

Signage

- Logo on event signage.

Social

- Thank you social media video of all Silver sponsors
- Lite thank you highlights reel.
- Assets to promote your involvement in the festival

Event

- Three Invitations to the Exclusive Opening Gala Event

BRONZE

\$800 - \$1,499

Christmas tree

- Christmas tree included
- Professional photos of your tree.

Promotion

- Ability to use the CFNZ Christmas Tree Festival logo

Signage

- Logo on event signage.

Social

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

Event

- Two Invitations to the Exclusive 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 Mall, or online.

The winner of the People's Choice Award also receives an advertising package.



TREE-ASURE 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 forest. This provides added exposure to engage with your brand while they hunt through the forest of trees.



KEEPING THE MAGICAL FOREST AND VISITORS SAFE

The safety of the St Lukes team and all visitors is a priority which means security is very important. We will work with St Lukes to inspect each tree after installation, to ensure any health and safety concerns are noted. 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 email ceo@cfnz.org.nz.

Westfield St Lukes reserves the right to move trees at their discretion. In general this would be due to security or Health and Safety. We will do our best to ensure you are happy with your placement in the festival.

Please note all pricing is exclusive of GST.

We believe everyone should have the opportunity to be part of the Christmas Tree Festival. If you're a school, not-for-profit, or community organisation and require a more affordable participation option, please get in touch to discuss community pricing.



KEY 2026 FESTIVAL DATES



INSTALLATION DAY - WEDNESDAY 2 DECEMBER - HOURS TBC

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 team at CFNZ if you would like more information on this service - please note decorating the tree is at your cost.

If you are not able to be there on the day of set up, please contact ceo@cfnz.org.nz about decorating your tree for you.

FESTIVAL OPENING GALA - Evening WEDNESDAY 9 DECEMBER TBC

All sponsors are invited to the official opening gala of the festival, held at Westfield St Lukes. There's good food, beverages, music, and guest speakers, and the opportunity to meet other like minded community focused organisations.

The Best Dressed Christmas Tree is announced as judged by our esteemed panel during the event with the winner receiving an **Advertising package***

PACK DOWN - FRIDAY 8 JANUARY - HOURS TBC

The Christmas trees are dismantled. We can support you if you're unable to attend on pack down day - just let us know.

“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

*Exclusion periods may apply. Winner and Advertising partner to mutually agree on suitable dates.

**An Auckland Christmas Tree Festival
has the potential to become a much-loved
seasonal tradition that brings people
together, all while supporting an important
cause.**

**What's even better is that the festival is free for
everyone to enjoy.**

**It's a community event.
An event where everyone wins!**

Simone Chief Executive, CFNZ



A WORD FROM OUR WELLINGTON 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.



Simone Brown

CHIEF EXECUTIVE, CFNZ

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[Sign up @CysticFibrosisNZ](#)



[Christmas Tree Festival](#)



www.cfnz.org.nz
www.westfield.co.nz>stlukes