

Make your business shine bright this year with a branded Christmas Tree at Wellington Airport...

*and together we can give people with cystic
fibrosis a better and brighter future.*

cf
CYSTIC
FIBROSIS NZ

**CHRISTMAS
TREE FESTIVAL
2020**

Proudly hosted by

**WELLINGTON
AIRPORT**





Join us in support of a better and brighter future for people with cystic fibrosis

Thank you so much for your interest in this years' Cystic Fibrosis Christmas Tree festival.

Navigating Covid-19 has made 2020 a particularly tricky year for people living with chronic respiratory conditions like our cystic fibrosis (CF) population, but we also know this has been a truly difficult year for many of you.

Now a stalwart on the Wellington calendar, we are pleased to announce the CF Christmas Tree Festival will defeat Covid-19 and once again be a festive display throughout Wellington Airport.

We would love for you to join us in creating something beautiful to say goodbye to this strange year, and hopefully welcome a better and brighter 2021 for us all.

Your support means that people with CF can continue to be supported, have access to information, know someone is advocating on their behalf, and that there are scientists pursuing every opportunity for a better future.

Warm regards,



the team at
cf CYSTIC FIBROSIS NZ
 WELLINGTON

Overview

Shining bright for a good cause

Each year the Cystic Fibrosis Christmas Tree Festival lights up Wellington Airport through December, and all for a great cause.

Cystic fibrosis (CF) is a life-limiting condition. It is caused by a faulty gene, (that one in 25 carry, often without knowing) and causes a wide range of symptoms such as reduced lung function, chronic infections and malnutrition. There is currently no cure.

Cystic Fibrosis NZ supports people with CF and their family by providing information, support, advocacy, and through funding research.

Help make a difference

As a charity, we receive less than 4% government funding, and rely on the generosity of the New Zealand public and business community to provide this essential service.

There have been many positive changes seen over the last fifty years in the treatment of CF. But too many people born with CF will not live to see their 30s, and some not even their 20s. All must endure a heavy burden of treatment and care that takes up hours of their lives every day, with regular hospital visits and stays.

The CF Christmas Tree Festival each year raises over \$40,000 towards improving the lives of people with CF, and we'd love for you to be involved!

High-visibility opportunity

The festival is held throughout December and over the New Year period. Thousands of travellers pass through the airport every day and the festival provides a high-visibility opportunity for you to promote your business and brand.

Businesses and organisations sponsor and decorate a tree (there are prizes for best dressed tree), and the funds raised support the valuable work of Cystic Fibrosis NZ.

CFNZ and Wellington Airport provide the Christmas Trees (which are 6 feet tall) and the sponsoring business supplies the decorations.

Decorations are only limited by the imagination and of course it is a fantastic branding opportunity to use company brand names and logo's as part of the decorations.

It is also possible for a sponsoring company to supply their own unique, custom designed tree and in previous years companies have used the creation of the tree and decorations as an internal team building exercise.



Key Details

How it works

We provide the tree and you provide the decorations – use your company logo and get creative. Your imagination is the limit!

Decorations should reflect your business – the Christmas Tree Festival provides high-visibility advertising in a premium advertising space.

Timings

Wednesday 25 November

Installation day (our team & volunteers putting up the trees in the morning, sponsors can come to decorate from 1pm)

Monday 11 January

Deinstallation from 1-5pm for sponsors

If you are not able to attend on set up day, all decorations for your sponsored tree should be delivered to Wellington Airport no later than November 20th.

Costs

Clearly the festival is about fundraising. But it is also about building a community that know about our people, their needs and our goals.

We recognise that this has been a difficult year for everyone. Rather than setting a fee this year, we're offering a 'pay what you can' sponsorship.

We really want your tree, so please just donate what you can. Every dollar makes a difference, and we'd love for you to be involved.

Branding and promotion

The festival provides a fantastic branding opportunity for any participating company. Trees are placed throughout the airport in high visibility spaces with all the associated daily foot traffic these areas receive.

On average over 536,000 people pass through Wellington Airport each and every month.

There is also the opportunity to include an accompanying brochure stand or similar in order to provide promotional materials direct to the public.

In addition, pull up banners are placed within the airport promoting the Festival and including business logo's.

Gala opening & prizes

All participating businesses are invited to the opening Gala where the Best Christmas Tree will be announced as judged by a local artist. This is always a lot of fun and a great opportunity to meet with people from likeminded businesses.

Wellington Airport also provides prizes for the best Christmas Tree's which, in 2019, saw the 1st place winning business receive a \$10,000 advertising package with Wellington Airport.

Security

The Festival is at an international airport making security issues very important.

Although any decorations are fine, please be aware that airport security will inspect each tree after installation. In particular they will look for any decorations that could potentially be hiding something, for example boxes or parcels. Once inspected they may be stickered to show they are safe.

Airport operations and security personnel will have the final say on tree placement and retain the right to move trees at their discretion.



We would like to be involved!

To be a part of this wonderful festival, register your interest by filling out this form and return to Mary Tapp, festival coordinator, at cfchristmastreefestival@gmail.com

Business name

Contact person

Position

Best time and method to contact

Telephone / Mobile

Sponsorship terms and conditions

A confirmation letter and details will be issued prior to the event. If you have not received confirmation of your booking within 7 days, please contact CFNZ to confirm. We cannot guarantee specific placements of trees within the airport. Wellington International 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 more than happy with placement.

Email

Postal address

Further information

Mary Tapp
Festival Coordinator

Phone: 027 683 9204

Website:
www.cfnz.org.nz/christmastree

Email:
cfchristmastreefestival@gmail.com