



Sheep River  
HEALTH TRUST

# 9TH ANNUAL PHOTOS WITH SANTA SPONSORSHIP PACKAGE

NOVEMBER 19TH - DECEMBER 14TH  
BEST WESTERN PLUS OKOTOKS INN & SUITES



9th Annual Photos with Santa

# PHOTOS WITH SANTA SPONSORSHIP PACKAGE

Last year, led by the incredible generosity of our sponsors, the 8th Annual Photos with Santa was a huge success, raising over \$27,000 for the Sheep River Health Trust. Photos with Santa have become a beloved holiday tradition here in the Foothills, sparking joy and wonder in children and their families with each visit to Santa's village.

Located at the Best Western Plus Okotoks Inn and Suites, guests of Santa's village interact with Santa during their pre-booked family photo session. Following their session, each family receives a unique code and a link to access their photo gallery. Here they can download up to 30 photos from their private session.

In addition to Santa's village, families can also take a stroll through the 10th Annual Avenue of Trees located in the lobby, breakfast room, and ballroom of the hotel. Here guests can view 30 fully decorated Christmas trees, taking in the winter wonderland display thanks to the generosity of Sheep River Health Trust community champions.

The Sheep River Health Trust has been providing support for community health and wellness initiatives since 1985. Our funding reaches out to a wide variety of demographics, both geographically and socially. Proceeds from this event will go towards the funding of programs and services through our Foothills communities.

2021 Photos with Santa proceeds supported:

- Portable Ultrasound Machine at the Oilfields General Hospital.
- School Meal Program supporting 5,000 breakfast and lunch options for students in 12 Foothills schools.
- Diagnostic Imaging Chairs at the Okotoks Health Centre.
- Baby Sleep Safe - It Takes a Village.



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# PHOTOS WITH SANTA

## TITLE SPONSOR \$5,000

- Highest level of support for the Photos with Santa event.
- Company name to appear before "Photos with Santa" on all marketing materials related to the Photos with Santa event.
- Logo will be prominent in all event advertising.
- Logo on Title Sponsor board at Santa's Village.
- Logo on Sheep River Health Trust Website.
- Social Media recognition with your business logo before, during, and after the Photos with Santa event highlighting your Title Sponsorship.
- Logo on "Things to do in Okotoks" flyer given to over 700 families following their photo session at Santa's Village.
- Radio mention on The Eagle 100.9 as the Photos with Santa Title Sponsor.
- Logo in our half-page ad in Western Wheel.
- 5 complimentary "Photo with Santa" sessions for your staff or clients.
- First right of refusal for a 2023 Photos with Santa event.
- Charitable tax receipt.



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# PHOTOS WITH SANTA SESSION SPONSOR \$500

We are excited to have Photos with Santa taking place November 19th through to December 14th. We will have approx. 700 families participate in Photos with Santa throughout the course of the event. We are looking for Sponsors for each of our Santa sessions (see our attached schedule for session dates).

Following their session, each family will receive a unique code and a link to access their photo gallery where session sponsors are highlighted. Here they can download up to 30 photos from their private session. By sponsoring an evening of photos, you help us cover our costs for Santa and our photographers, allowing us to deliver more funding into local health and wellness initiatives.

- Recognition as the Photos with Santa Sponsor will be at the entrance to Santa's Village on your sponsored date. There is only 1 sponsor per session date.
- Recognition as the Photos with Santa sponsor will be placed on the thank you email every family registered on that date receives.
- The opportunity to volunteer with your staff at your scheduled date, during which time you will have the opportunity to interact with the families.
- Recognition on the Sheep River Health Trust Facebook and Instagram page that you are the Photos with Santa sponsor for that date. Last year we had over 5000 views combined on our Santa Photo posts.
- Recognition in the post-event thank you and blog.
- 1 FREE photo session for a family of your choice.
- We will offer you a discount code (specific to your business) for 10% off that you can share with your clients through your social media, email, etc.
- Charitable tax receipt.



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# PHOTOS WITH SANTA

## CANDY CANE SPONSOR

As the Candy Cane Sponsor, your business would supply the event with a minimum of 2,000 full-size candy canes. These would be distributed to children and their families at the end of each photo session as they exit Santa's village.

As the Candy Cane Sponsor, you would also have the opportunity to get your staff involved as volunteers at the event, however, this is not a requirement of the sponsorship.

- Your business will be recognized as the exclusive Candy Cane Sponsor at the Sheep River Health Trust's Photos with Santa taking place from November 19th to December 14th, 2022.
- Signage with your business name and logo will be placed at the entrance to Santa's Village.
- Logo on "Things to do in Okotoks" flyer given to over 700 families following their photo session at Santa's Village.
- Your business name and logo will be highlighted on our social media platforms including Facebook, Instagram, and LinkedIn. Last year, we had over 5,000 combined views.
- Your business logo will be included in our half-page in Western Wheel.
- The opportunity for staff involvement as volunteers.
- Recognition in the post-event thanks you and blog.
- 2 FREE photo sessions for a family of your choice.
- We will offer you a discount code for 10% off that can be shared with your employees.
- Charitable tax receipt (invoice for product is required).

# SCHEDULE OF EVENTS

## PHOTOS WITH SANTA

Saturdays 11AM - 4PM

- Nov 19th, Nov 26th, Dec 3rd, Dec 10th

Sundays 11AM - 4PM

- Nov 20th, Nov 27th, Dec 4th, Dec 11th

Tuesdays 4PM - 8PM

- Nov 22nd, Nov 29th, Dec 6th, Dec 13th

Wednesdays 4PM - 8PM

- Nov 23rd, Nov 30th, Dec 7th, Dec 14th

Thursdays 4PM - 8PM

- Nov 24th, Dec 1st, Dec 8th

## AVENUE OF TREES

November 16th & 17th - Tree Set Up Days

November 18th - Tree Judging Day

November 19th - Avenue of Trees Auction Opens

December 14th - Fan Favorite Voting Closes at 11:59 a.m. Winner announced.

December 14th - Auction Closes at 11:59 a.m.

December 15th - Tree Pick up Day

December 18th - Trees of Hope Delivery Day