



Wellington Airport is getting ready for the annual

# CHRISTMAS TREE FESTIVAL 2024

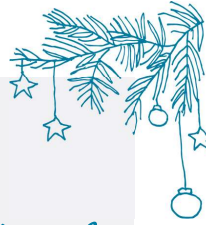
26 November - 10 January

**cf** CYSTIC FIBROSIS NZ  
WELLINGTON

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 2023 Christmas Tree Festival was the biggest on record with 57 organisations who gave their time, kindness and support to this event. 2024 we're aiming for an even bigger festival.

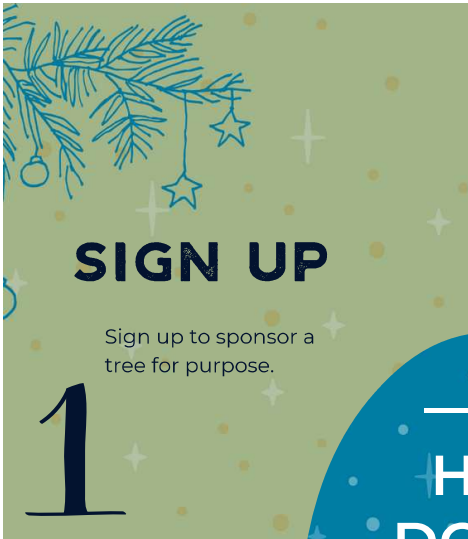
We're looking for like-minded organisations who have a passion for doing good, and want to make a Deliberate Act of Kindness.

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.](#)



**cf** CYSTIC FIBROSIS NZ **CHRISTMAS TREE FESTIVAL 2024**



# 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 26 NOVEMBER 10AM - 3PM

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 - FRIDAY 10 JANUARY 10AM - 1PM

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

### FESTIVAL OPENING GALA - 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 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

- 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

Fundraising efforts play a crucial role in supporting organisations like CFNZ to provide the necessary services and programmes that individuals with CF and their families rely on to enhance their wellbeing and quality of life.

**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

- 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 - \$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

- 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.

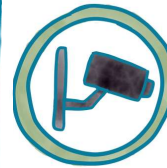
We engage with the public throughout the festival by inviting them to be judges and vote for the People's Choice Award, Votes can be cast in the terminal, or online.

**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.

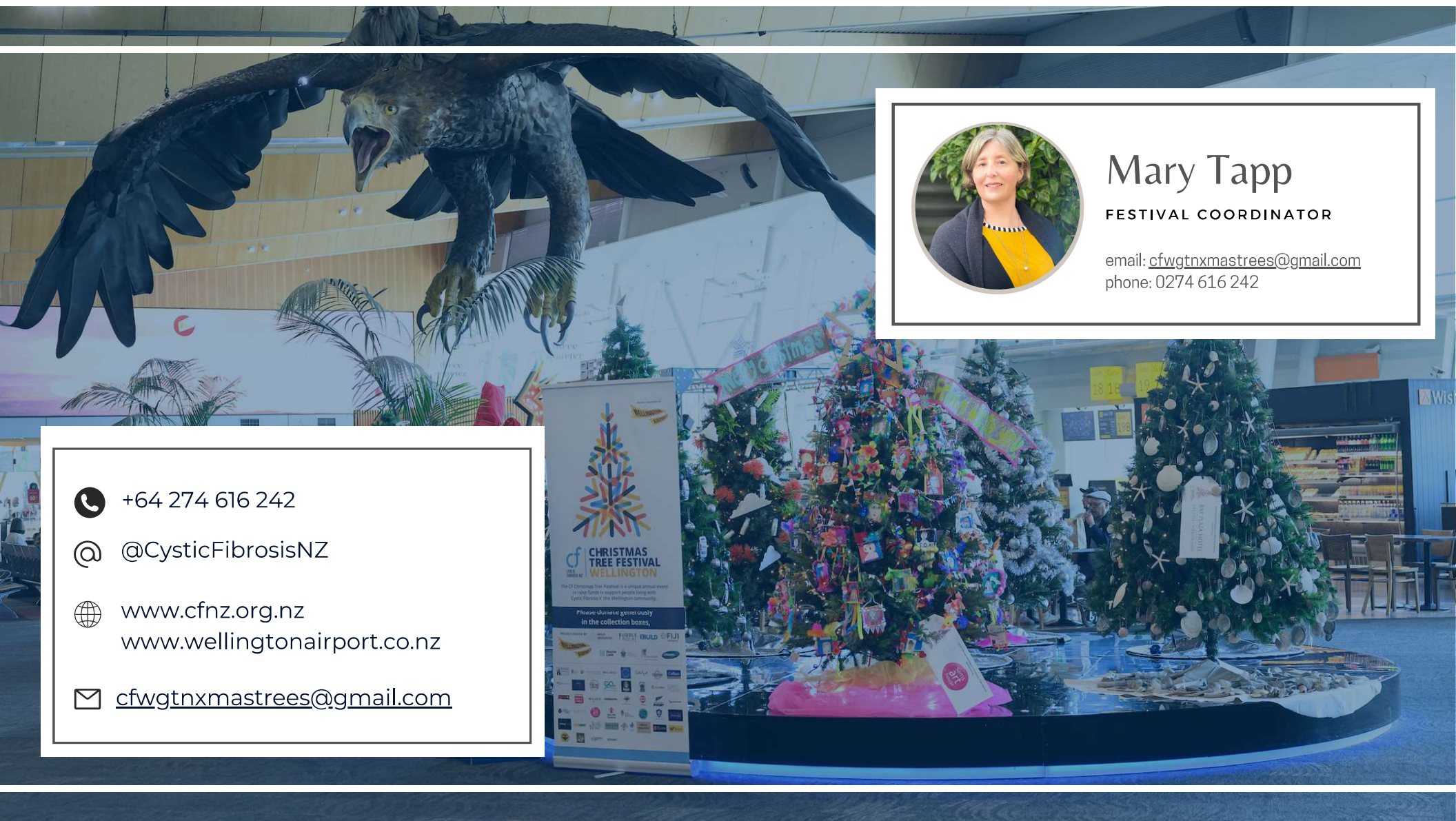
A fun way to get the public engaged in the festival and explore the trees is a treasure hunt. Once all the trees are in place, we create a treasure hunt for the public to do while they're visiting the terminal. This provides added exposure to engage with your brand while they hunt through the forest 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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**CHRISTMAS TREE FESTIVAL WELLINGTON**  
The CF Christmas Tree Festival is a unique annual event to raise funds to support people living with Cystic Fibrosis in the Wellington community.  
Please donate generously in the collection boxes.  
Sponsored by: