

## THANK YOU TO OUR 2020 PARTICIPANTS:

Abbotsford Community Foundation  
Abbotsford News  
Abbotsford Orthodontics  
All Spa Repairs & The Hot Tub Shop  
Envision Financial  
Fraser Valley Fire Protection Ltd.  
Hunt Security Systems Inc.  
Klassen Landscape Supply  
Kuhn LLP Legal Counsel  
Open Road Toyota  
RDC Group  
TELUS/Clearwest Solutions  
Western Turf Farms Ltd.

## OUR 2021 FUNDRAISING RECIPIENT:



Established in 2005, the Abbotsford Police Foundation (APF) is a registered charitable organization funding Abbotsford Police Department community programs and initiatives that are not covered by their operating

budget. The Abbotsford Police Department cannot directly receive financial contributions, however the APF is a trusted, practical way for you to help support the work of our officers, enhancing public safety.

**What we do:** We help AbbyPD achieve their goal of making Abbotsford the Safest City in BC by:

- ✓ Building positive relationships
- ✓ Connecting Police with the Community
- ✓ Funding engaging programs

Every dollar you donate makes a big difference helping fund important AbbyPD initiatives.

## 2020 PEOPLE'S CHOICE WINNER

Kuhn LLP Legal Counsel



Over the past 12 years Trees of Hope has raised over \$108,000 for local charities.

Our goal for 2021, is to raise \$10,000 for the Abbotsford Police Foundation!

We appreciate your consideration and we look forward to working with the businesses in Abbotsford and supporting our community!

### For more information, please contact:

Sevenoaks Marketing Department  
Sevenoaks Shopping Centre  
201- 32900 South Fraser Way  
Abbotsford, BC V2S 5A1  
sevenoaks@morguard.com  
D: 604.853.7153

**SEVENOAKS**  
SHOPPING CENTRE



SUPPORTING:



MEDIA SPONSOR:



HOST SPONSOR:

**SEVENOAKS**  
SHOPPING CENTRE

## AN INCREDIBLE MARKETING OPPORTUNITY FOR YOUR BUSINESS!

### What are Trees of Hope?

Trees of Hope is a community event that provides local businesses the opportunity to share in the spirit of giving during the holiday season. This is a fantastic opportunity to 'brand' a Christmas tree to showcase your business, as well as support the **Abbotsford Police Foundation**.

### What are the benefits to participating?

- ★ A chance to **showcase your business to 800,000 customers** who visit Sevenoaks Shopping Centre during the holiday season.
- ★ **Abbotsford News will be featuring the Trees of Hope and participating businesses** throughout the holiday season in their newspaper, on their website and social media channels.
- ★ A "Thank You" ad will be placed in the **Abbotsford News with participating business names**, courtesy of Sevenoaks Shopping Centre. This will run in January; following the campaign.
- ★ Sponsor names will be **featured on the websites and social media** pages for the Abbotsford Police Foundation and Sevenoaks Shopping Centre.
- ★ **All proceeds will be given to the Abbotsford Police Foundation!**

### People's Choice Award

From **November 20 to December 24**, the community is invited to view the trees at Sevenoaks Shopping Centre and online and complete the People's Choice ballot form, picking their top 3 favourite trees. **The tree that receives the most votes will receive a FREE ¼ page full color ad\*** courtesy of the Abbotsford News recognizing the company's support.

*\*Must be used by March 2022*

### Set-up Information

The decorating party will take place on **Tuesday, Nov. 16 from 7 - 9pm in the Food Court**. Treats and light refreshments will be available, as well as a visit from Santa! Families welcome.

### Don't have time to decorate?

Volunteers are happy to help out! For a small fee of \$100 we will decorate your tree (includes take down). All you need to do is supply your own decorations.

### Take Down Information

Tree décor must be removed on: **Wednesday, Dec. 29 from 7 - 8pm in the Food Court**.

### Information on the Trees of Hope

- ★ **Sponsors are provided with an artificial pre-lit Tree (20 trees available)**. You may bring in your own tree (max. 7 ft high/ 3.5 ft wide with lights).
- ★ **Signage will be provided with your businesses name and/or logo (hi-res file required)**.
- ★ **Deadline for registration, payment & logo is November 5, 2021.**
- ★ **Ensure that all ornaments are secured to the tree (Note: trees are on display in a common area. Please use discretion when choosing decorations that are valuable)**.
- ★ Please **do not use glass ornaments** to decorate your tree.
- ★ Please **bring a small ladder or step stool** to assist you in reaching the top of your tree.
- ★ The Trees of Hope will be displayed in the common area of the Centre. Your specific location will be determined for you.
- ★ **All proceeds will be given to Abbotsford Police Foundation!**

## REGISTER FOR TREES OF HOPE

Company Name:

Contact Name:

Email Address:

Company Address:

Phone Number:

### Payment Information

The sponsorship fee is \$500

Tree decorating & take down add-on: \$100  
*(You provide the decorations and we handle the decorating and take down for you!)*

**NEW: register and pay online at**

<https://abbypf.ca/trees-of-hope-2021/>

or

Email your registration to: [info@abbypf.ca](mailto:info@abbypf.ca)

and make cheque payable to:

ABBOTSFORD POLICE FOUNDATION

*Cheques can be dropped off at Sevenoaks Shopping Centre Administration Office upstairs in Suite 201.*

For inquires, please contact Sandy at 604-866-0415

**Deadline for Registration, Payment & Logo is November 5, 2021.**

