



# NELSON AIRPORT TREES OF REMEMBRANCE

December 2024 - January 2025





# The Trees

From December to January, in conjunction with naming rights sponsor Nelson Airport, we are again lighting up the terminal with Christmas Trees representing all that our region has to offer. Our sponsor teams decorate Christmas Trees within Nelson Airport on an evening of festive camaraderie and community at the end of November. The trees delight the public for six weeks over the holiday period.

It is a really fun project and a great way to get some team building in while helping out a great, local cause. I would encourage businesses to give it a go!

- *Chloe Lightfoot, Proper Crisps, 2023 sponsor*

Just do it. It's good from team morale, supports a great cause and you stand out in the community by showing them you are in it for more than just the money.

- *Steve McIntyre, Scott Construction, 2023 sponsor*

# Prizegiving

We hold a prizegiving event at Nelson Tasman Hospice at the closing of the campaign and invite all teams to come together again and reflect on not only the joy of the event but its impact on the lives of those in the Nelson Tasman community. Nelson Tasman Hospice 'Trees of Remembrance' has been running for over 30 years, allowing the community to remember and honour their loved ones each year. Tree sponsorship helps patients and families throughout the region continue to receive free hospice services; allowing them to live well until they leave well.





# Judging

Our sponsors were all encouraged to create a Christmas tree concept that was creative, festive and told the story of their company. This year, these concepts will be judged by Dame Suzie Moncrieff in these three categories with one overall winner being awarded 'Most Creative':

## *Classic Christmas*

Whether it's a magical winter wonderland theme or features traditionally inspired Christmas decorations, the Classic Christmas theme provides a sophisticated theme for businesses to shine.

## *Regional Love*

Showcasing all that the beautiful Nelson Tasman region offers this is an opportunity for businesses to showcase what makes working, living and playing in the Nelson Tasman region so special.

## *Fun Factor*

This theme is for those that have a quirky and fun creative concept to showcase their brand.

There is also a People's Choice award for the tree with the most public votes across all categories. You will have the chance to tell your brand or concept story in a blurb and the public will vote for their favourite through QR codes on the trees and online which you can use to activate your community to get involved and vote! People's Choice and Dame Suzie Moncrieff's Most Creative prize winners will win a prize. Our 2023 prizes were sponsored by GoMedia.



**Gallagher Insurance**



**Proper Crisps**



**Jarden**



**Nelson Airport**



**Nelson Pine Industries**



**Scott Construction**



**Smart Business Centre**



**NBS**



# Benefits for your team

## *Brand Visibility*

Locals and visitors will see your tree displayed in Nelson Airport during the busiest travel period of the year. With 3000 passengers each day travelling through the Airport during December and January your brand will reach around **126,000** passengers during the six week period. Add on whānau and friends picking up and dropping off these passengers and your reach increases tenfold!

On top of the physical component there will be significant wrap around promotion of this exciting opportunity supported by Nelson Airport, on social media via our combined marketing channels. Our 2023 event was featured in Stuff, Uniquely Nelson, the Nelson Weekly and The Breeze radio with Blair Kiddey. This added online audience means your brand and organisations will have brilliant visibility throughout the event.

## *Team Morale*

Our sponsors involved in the 2023 event expressed how much their 'tree decorating teams' enjoyed the opportunity to work together on such a festive, feel-good project. To get creative, work together and be a part of a larger compassionate community for Nelson Tasman Hospice gave teams a real sense of pride. Proper Crisps took the opportunity to run an internal competition for their handmade team decorations alongside the Nelson Airport Trees of Remembrance prizes. The possibilities for your team are endless.

## *Networking*

Our sponsor teams enjoyed the festive environment of our tree decorating event as well as the wrap-up prizegiving. Everyone wants to win People's Choice! A bit of healthy competition never hurt anybody, and the camaraderie online of encouraging people to vote for each tree created a fun environment for business participants.

# Sponsorship

Your sponsorship of \$3000 plus GST will gain you the naming rights of a ready to decorate 8-foot-tree placed in a prime location at Nelson Airport for a minimum of six weeks. Each business involved will be offered exclusive pre-entry in the following years event. There will be a maximum of two businesses per industry and only a set number of sponsorship spots available so get in quick.

## Key Dates

Monday 7th October - Sponsorship opportunities close

Thursday 28th November - Tree decoration event

Friday 29th November - Campaign begins & People's Choice voting opens

Thursday 9th January - Tree de-installation

Wednesday 29th January - Prizegiving event

## Working with our team

The event, from our perspective, was very well run and executed. We had plenty of communication from Nelson Tasman Hospice about the event and details to get set up and dismantled. Can't fault any of that.

*- Linda Vague, Jarden, 2023 sponsor*



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Want more information? Ready to jump on board? Contact us today!



# About Nelson Tasman Hospice

Nelson Tasman Hospice provides free specialist palliative care services for people of all ages with a life-limiting illnesses.

Hospice supports the patient, their whānau and carers, through illness, death and bereavement. Our care is available to anyone in the region, and is provided in the home, in aged-care facilities, in hospitals, and in our purpose-built Specialist Palliative Care in-patient unit (SPCU).



Employing a team of around 45 clinical colleagues, Nelson Tasman Hospice provides care for around 210 people each month. This interdisciplinary team includes Doctors, Registered Nurses and Allied Health professionals including Clinical Psychology, Psychotherapy, Social Work, Physiotherapy, Pastoral Care and Bereavement support, and business support colleagues.

As part of the service, Nelson Tasman Hospice provides free specialist equipment into the homes of hospice patients, when needed, to support them and their carer/s.



Nelson Tasman Hospice also has a Palliative Care Education service where educators offer a wide range of education for health professionals, community health workers, carers and groups increasing their knowledge on palliative care for the benefit of our community.

Nelson Tasman Hospice is a Charitable Trust that's work touches many individuals, whānau and organisations, throughout the Nelson Tasman community. The services are free and are funded to approximately 52% of their operational costs, by Te Whatu Ora Nelson Marlborough leaving around \$3.5M a year (or around \$9,600 a day) to be raised from our community.





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