

NELSON AIRPORT  
*Trees of*  
**REMEMBRANCE**



Dec 2025 – Jan 2026



Promote your business during the busiest travel period  
of the year while supporting Nelson Tasman Hospice!





# 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's such a rewarding campaign to be part of—not only does it support an incredible cause, but it also creates a meaningful way for businesses to connect with the community. I'd highly recommend getting involved!" - Lorelle Puklowski, Motueka Creamery, 2024 sponsor

"A well organised event, we really enjoyed our involvement! The atmosphere on the decorating evening was great and super festive!" - Katie Vining, Fulton Hogan, 2024 sponsor

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 die.

# Prizegiving





# Judging

Our sponsors are encouraged to create a Christmas tree concept that is creative, festive and tells the story of their company. These concepts will be judged by Dame Suzie Moncrieff, founder of World of WearableArt in these three categories. One overall winner will be 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 2024 prizes were sponsored by Whenua Iti Outdoors, Originair, Nelson Aviation College, Mark Hadlow - The Professional Theatre Company, Nelson Tasman Chamber of Commerce, Sublime Coffee and Nelson Airport Ltd.





Gallagher Insurance



KC&CO Real Estate



Originair



Nelson Pine Industries



Fulton Hogan



NZ King Salmon



Motueka Creamery

# Sponsorship Tiers

Your sponsorship will gain you the naming rights of a tree placed in a prime location at Nelson Airport for a minimum of six weeks plus significant marketing on the combined Nelson Airport and Nelson Tasman Hospice channels. There are only a set number of sponsorship spots available so get in quick!

## Gold - \$3000

- Choice of premium area in high foot traffic zone
- Only 12 spaces available
- Maximum of 2 businesses per industry in this tier
- Large 8Ft tree provided
- Professional photos of your tree & team
- Ability to use Trees of Remembrance logo
- Gold sponsor logo placement on signage
- Included in gold sponsor thank you on social media reel
- Personalised thank you highlights reel
- Assets to promote your involvement
- Premium mentions on social media
- Support Nelson Tasman Hospice



Register before  
30th April 2025 and  
secure the exclusive  
Gold tier space for  
your industry!

## Silver - \$1500

- Choice of silver tree zone
- 6ft tree provided
- Professional photos of your tree
- Ability to use Trees of Remembrance logo
- Included in silver sponsor thank you on social media reel
- Generic thank you highlights reel
- Assets to promote your involvement
- Mentions on social media
- Support Nelson Tasman Hospice

## Bronze - \$750

- Choice of bronze tree zone
- Provide your own tree 6ft or below
- Professional photos of your tree
- Ability to use Trees of Remembrance logo
- Generic thank you highlights reel
- Assets to promote your involvement
- Mentions on social media
- Support Nelson Tasman Hospice

# 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!

This year will again feature an interactive aspect to the campaign, The Great Bauble Hunt - an eye-spy hunt for visitors to the airport to spot a unique decoration on your tree!

On top of the physical components there will be significant wrap around promotion of this exciting opportunity supported by Nelson Airport, on social media via our combined marketing channels. Our 2024 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 2024 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. Fulton Hogan took the opportunity to partner with the children at Nelson Central School who handcrafted the decorations they used on their tree. 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.



# Key Dates

**Friday 31st October -**  
Sponsorship opportunities close

**Thursday 27th November -**  
Tree decoration event

**Friday 28th November -**  
Campaign begins & People's  
Choice voting opens

**Thursday 8th January 2026 -**  
Tree de-installation

**Wednesday 14th January 2026 -**  
Prizegiving event



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

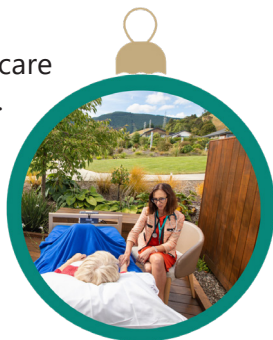
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# About Nelson Tasman Hospice

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, Social Work, Physiotherapy, Pastoral Care and Bereavement support.

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 \$4M a year (or around \$11,000 a day) to be raised from our community.



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