

# BRIGHT NIGHTS IN STANLEY PARK!

A Joint Event of the Vancouver Park Board and the B.C. Professional Fire Fighters' Burn Fund

## Sponsorship Opportunities at the 14th Annual Bright Nights

A fundraising event to support the programs and services of the Burn Fund

**One of Vancouver's most popular holiday traditions** - More than two million twinkling lights transform the forest, the train and plaza areas in the middle of the city's wondrous Stanley Park. Bright Nights, a joint event of the Vancouver Park Board and the B.C. Professional Fire Fighters' Burn Fund, is enhanced by entertainment, dozens of delightful animated displays and more — carrying on the tradition started with the first Christmas Train nearly thirty years ago.

Individuals, companies and foundations donate goods and funds to help support the operation of the Bright Nights event. Sponsors are acknowledged through a multi-level recognition program.

Upwards of 200,000 visitors attend each year. They come from the Lower Mainland, cities and towns throughout British Columbia, and include holiday visitors from the United States and abroad.

Depending on the time of day, the visitors represent a cross section of the general public including families with young children, teens, adults, and busloads of senior citizens. People from many ethnic groups attend the event.

Your company's contribution will help burn survivors and their families. Bright Nights helps raise funds for the Burn Fund. All donations and partial proceeds from the cost of admission to the Train go to the BC Professional Fire Fighters' Burn Fund. The Fund is dedicated to burn awareness, prevention and research programs throughout BC. The organization provides financial assistance for the purchase of equipment, training of medical staff and operation of the summer camp for young burn survivors.

Over 600 professional fire fighters from around the Lower Mainland and professional fire departments throughout the province donate more than 8,000 hours of their time to help set up, operate and tear down the display. One hundred and fifty high school students volunteer to assist in event operations.



***We are grateful for the overwhelming public support at Bright Nights, which is one of our major annual fundraising efforts. The funds go directly to support British Columbia's burn survivors and their families and the many programs of the Burn Fund. The journey from burn patient to burn survivor is a long and painful one. Facing a lifetime of pain or disfigurement is just the beginning for most burn survivors. Their struggle to heal the acute emotional and psychological trauma is equally daunting. The Burn Fund is committed to life-long support for BC's burn and trauma survivors.***

Ray Boucher, Burn Fund Director &  
Chair, Bright Nights Committee



**Event details:**  
**December 2, 2011 to January 2, 2012**  
**3:00 PM to 10:00 PM Sun - Thurs (until 11:00pm on Fri & Sat)**  
**Closed Christmas Day**



[www.burnfund.org](http://www.burnfund.org) or [www.vancouverparks.ca](http://www.vancouverparks.ca)

## Bright Nights in Stanley Park helps support the programs and services of the BC Professional Fire Fighters' Burn Fund

### Bright Nights Badges of Giving Sponsorship Program

**Platinum Badge:** \$50,000 and above • **Gold Badge:** \$25,000 to \$50,000

**Silver Badge:** \$15,000 to \$25,000 • **Bronze Badge:** \$5,000 to \$15,000

**Friend:** \$2,500 to \$5,000 • **Supporter:** \$2,500 and under

#### Sponsorship Recognition includes:

- Inclusion on the prominently displayed sponsor recognition board at the event
- Your company name listed under sponsors for one year online at [www.burnfund.org](http://www.burnfund.org)
- Invitations to the Grand Opening VIP private party on Thursday, December 1st, 2011
- Verbal acknowledgement at the opening ceremony
- Additional benefits of each level of sponsorship



#### Event Promotion Campaign includes:

- Publicity Campaign—comprehensive coverage through TV, radio, daily and community newspapers, magazines and internet, including Twitter and Facebook
- Advertising—in seventeen community newspapers and three ethnic newspapers
- TV Coverage— 20 spots per day over a two week period on Global TV BC
- Multi Station Radio campaign support by the Old Spaghetti Factory
- Posters—750 distributed throughout Vancouver and at all BC Fire Halls
- Bus Shelters in the Stanley Park area
- Rack Cards—60,000 distributed to hotels, tourism kiosks, libraries, community centers and at event

Let your company's star shine at Bright Nights!

Some of our last year's sponsors for 2010:

Global TV BC  
Canwest Community Publishing  
Old Spaghetti Factory  
BC Toy Association  
White Spot  
Mega Cranes  
Panago Pizza  
General Paint  
EasyPark  
Britco  
Western One Rentals

**We Need Your Help**  
To learn more how your company can benefit from Bright Nights sponsorship opportunities:

Contact  
Nola Laubach  
Telephone: 604-436-5617  
E-Mail: [pr@burnfund.com](mailto:pr@burnfund.com)



**“Preventing Victims  
Empowering Survivors!!!!”™**

**“Bright Nights in Stanley Park . . . Perhaps the most spectacular lighting display in all of Canada”**

**The Vancouver Sun**

## Where the Dollars Go

### Burn Units and Burn Treatment Centres in BC

#### BC Professional Fire Fighters' Burn, Plastic & Trauma Unit at Vancouver General Hospital

With province-wide donations from fire fighter locals, corporate sponsors and the public, the BC Professional Fire Fighters' Burn Fund has made over \$2.5 million in donations to the Burn, Plastic & Trauma Unit at VGH. The commitment to support the Unit began in 1977. The Burn Fund will continue to fund essential burn survivor support programs, including patient care items, staff training and statistical and research programs in keeping with Vancouver General Hospital's mandate of excellence and leadership in patient care, research and teaching.

#### Burn Program at BC Children's Hospital

The Children's Burn Program, which treats B.C.'s most severe paediatric burn cases, is located at BC Children's Hospital in Vancouver. The Burn Fund supports the Burn Program by funding burn survivor support programs, patient care items, and staff training.

#### Royal Jubilee Hospital Burn Unit

Victoria's Royal Jubilee Burn Unit receives support in the form of burn survivor programs, patient care items and staff training.

#### Burn Treatment Centres in Regional Hospitals throughout British Columbia

The Burn Fund provides staff training and pays for burn survivor support in all hospitals around the province.

### Medical Support Upgrading and Education

Every year the Burn Fund sends nurses, medical residents, occupational therapists and physical therapists from Burn Units at Vancouver General Hospital, BC Children's Hospital and Royal Jubilee Hospital in Victoria to the American Burn Association annual meeting. The Fund also sends nurses to the Canadian Association of Burn Nurses annual meeting and other international, national and provincial educational opportunities.

### Support for Burn Survivors and their Families

The Burn Fund provides patient comfort items such as pressure garments (bandages) for burn survivors, and provides support in the form of travel and accommodations for those in need. Bursaries are available for burn survivors who are continuing their Post Secondary Education. For example, the cost of Jobst Pressure Garments range from \$2,000 to \$10,000 per person.

### Adult Burn Survivor Program - *The Future is Mine*

The Burn Fund created a world first Adult Burn Survivor support program which launched in April 2007. *The Future is Mine* provides information, resources, inspiration, education, current research, and shared experiences from survivors and their families. Support is available for adult burn survivors 24 hours a day, seven days a week. The cost to maintain this program is over \$75,000 per year.

### Burn Awareness Week (BAW)

By targeting children in the high-risk group of ages six to twelve, the program is designed to teach kids to be responsible for their own safety, and make their families aware of potentially harmful situations. BAW contains animated and interactive pages, safety tips, teaching tips and student activity sheets suitable for classroom or home use. Students can enter the annual Burn Awareness Poster Contest.

### BC Professional Fire Fighters' Burn Fund Building

A first in North America, The Burn Fund Building will contain suites for burn survivors and their families, an interactive multi media educational/resource component, and a research facility for clinical trials in burn and wound healing.

### BCPFF Chair in Burn and Wound Healing

The Burn Fund, in partnership with VGH & UBC Hospital Foundation, are committed in creating a \$3 million endowment to fund a chair in burn and wound healing. An internationally recognized research team at Vancouver General Hospital is working on a new treatment for wounds that will prevent the heavy scarring experienced by many burn survivors. The applications for this treatment extend to any wound that is susceptible to scarring—from injuries due to burns, wounds from diabetes, or even the scars that remain after other trauma or surgery. This lab has the potential to bring the most significant advances ever achieved in the care of burn injured and scarred patients.

### BC Professional Fire Fighters' Burn and Wound Healing Research Laboratory at Vancouver General Hospital

Dr. Aziz Ghahary, a world-renowned leader in the treatment of burns and wounds, heads The BCPFF Burn and Wound Healing Research Laboratory. It serves the BCPFF Burn, Plastic & Trauma Unit and collaborates with other researchers in the division of dermatology, the department of surgery, the department of dentistry and the diabetes research group.

### Annual Camp for Young Burn Survivors

The Burn Fund hosts young burn survivors for one week of summer camp. Over eight hundred children between the ages of six to 18 have attended the camp. Doctors, nurses, medical therapists, adult burn survivors and professional fire fighters donate their time as counsellors. Campers come from all areas of British Columbia to experience a week of joy, safety and freedom. The Burn Fund covers the camper's travel and accommodation, and the cost of coordinating and operating the camp. There is no fee for the campers. The cost for each camper to attend is approximately \$2,900.

### Bright Nights in Stanley Park

A joint event with the Vancouver Board of Parks and Recreation, Bright Nights has raised over \$1.3 million dollars for the Burn Fund. This achievement is supported by more than 600 off-duty professional fire fighters from the Lower Mainland and other Fire Fighter Locals from around B.C. who donate their time to set up, operate and take down the annual display. Student volunteers act as festival ambassadors. Individuals, companies and foundations donate goods and funds to ensure the over 200 thousand visitors enjoy the event called "the most spectacular lighting display in Canada".

### www.burnfund.org

The Burn Fund website is an on-line source for burn Survivors and their families, fire fighters, media, healthcare and education professionals. It is designed to educate, empower and inform the public about fire safety and burn fund issues that concern health and well-being.



**No matter what you accomplish in life, somebody helps you**



Fire Fighter counselors and campers at the Burn Fund's annual summer camp. Monies raised at Bright Nights helps support this much needed program for the young burn survivors of BC

### **About the Burn Fund**

A registered charity established in 1978 by the BC Professional Fire Fighters Association, the Burn Fund provides life saving, life supporting, and life enriching services to the people in British Columbia.

More than 3,800 professional fire fighters from 52 communities in BC and the Yukon are building the Burn Fund's vision. They dedicate their time and skills to support burn survivors and increase the public's knowledge about fire and burn safety issues through the work the Burn Fund does with its Burn Awareness, Research and Prevention Programs.

### **Bright Nights in Stanley Park 2011 Event Organizers**

#### **BC Professional Fire Fighters' Burn Fund**

Ray Boucher, Chair, Bright Nights Committee

Coquitlam Fire Fighters Local 1782

Grant Smith, Bright Nights Committee,

North Vancouver District Fire Fighters Local 1183

Randy Motkaluk, Bright Nights Committee

Vancouver Fire Fighters Local 18

#### **Vancouver Park Board:**

Ken Maguire, Supervisor of Business Services

Corrine Yee Creaghan, Train Coordinator

Joe Hood, Hanne Tabbutt, Stanley Park Train

#### **The Finer Details Event Planning Inc:**

Deborah Wallace, Event Management & Co-ordination

#### **Publicity:**

Nola Laubach, BCPFF Burn Fund, Publicity / Sponsorship

### **Burn Fund Board of Directors**

The Burn Fund Executive and Board of Directors are represented by professional fire fighters from around the province and hospital staff who donate their time. All positions are unpaid.

#### **President:**

**Michael Hurley**

Burnaby Fire Fighters Local 323

#### **Secretary/Treasurer:**

**Larry Thomas**

Surrey Fire Fighters Local 1271

#### **Directors:**

**Earl Steele**

Retired Fire Fighters Representative  
Prince George Fire Fighters Local 1372

**Heather Wilson**

Burnaby Fire Fighters Local 323

**Tim Baillie**

Surrey Fire Fighters Local 1271

**Jason Milne**

Trail Fire Fighters Local 941

**Ray Boucher**

Coquitlam Fire Fighters Local 1782

**Lois Budd**

Hospital Staff Representative  
BCPFF Burn, Plastic and Trauma Unit at  
Vancouver General Hospital

**Terry Hughes**

Port Moody Fire Fighters Local 2399

**Umesh Lal**

Nanaimo Fire Fighters Local 905

**Erik Vogel**

Burnaby Fire Fighters Local 323

**Randy Motkaluk**

Vancouver Fire Fighters Local 18

**BC Professional Fire Fighters' Burn Fund**

Suite 463—4800 Kingsway, Burnaby, BC V5H 4J2

Tel: 604-436-5617 Fax: 604-436-3057 Email: [pr@burnfund.org](mailto:pr@burnfund.org)

# BRIGHT NIGHTS IN STANLEY PARK!

A Joint Event of the Vancouver Park Board and the B.C. Professional Fire Fighters' Burn Fund

**Yes, we want to support the 14th Annual Bright Nights!**

A fundraising event to support the programs and services of the Burn Fund

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Email: \_\_\_\_\_

Amount of Donation: \_\_\_\_\_  cash  cheque  in-kind

Description of donation: \_\_\_\_\_

Burn Fund Contact: \_\_\_\_\_

Level of Sponsor:  Platinum  Gold  Silver  Bronze  Friend  Supporter

If supplier, amount of discount: \_\_\_\_\_

Please mail or fax to:

BC Professional Fire Fighters' Burn Fund  
463 – 4800 Kingsway, Burnaby, BC V5H 4J2  
Tel: 604-436-5617 Fax: 604-436-3057 Email: pr@burnfund.org

### Save the Date:

Thursday, December 1st, 2011

Grand Opening VIP Private Party (invitation will be mailed at a later date)



**Event details:**  
December 2, 2011 to January 2, 2012  
3:00 PM to 10:00 PM Sun - Thurs (until 11:00pm on Fri & Sat)  
Closed Christmas Day



[www.burnfund.org](http://www.burnfund.org) or [www.vancouverparks.ca](http://www.vancouverparks.ca)