

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 12th 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 children's farmyard 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 and Children's Farmyard 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 500 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. These 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.

David Dales, Executive Director



November 27, 2009 to January 2, 2010
3:00 PM to 10:00 PM Daily
Closed Christmas Day



www.burnfund.org or 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
- Invitations to the Grand Opening VIP private party on Thursday, November 26, 2009
- 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 Vancouver 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 the confirmed sponsors for 2009:

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
Margo Bates / Karen Bowman
Telephone: 604-536-9501
E-Mail: info@margobatespr.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 an interactive multimedia educational public resource component, a research facility for clinical trials in burn and wound healing and suites for burn and trauma survivors and their families.

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 500 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 3,700 professional fire fighters from 50 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 2009 Event Organizers

BC Professional Fire Fighters' Burn Fund

Ray Boucher, Chair, Bright Nights Committee
Coquitlam Fire Fighters Local 1782

Clint Howard, Bright Nights Committee,
Burnaby Fire Fighters Local 323

David Dales, Executive Director
North Vancouver District Fire Fighters Local 1183

Vancouver Park Board:

Alison Dempsey, Supervisor of Business Services
Daisy Chin, Joe Hood, Hanne Tabbutt & Shirley Schebel,
Train & Children's Farmyard

The Finer Details Event Planning Inc:

Deborah Wallace, Event Management & Co-ordination

Margo Bates Publicity Inc.:

Margo Bates & Karen Bowman, 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

Executive Director:

David Dales

North Vancouver District Fire Fighters
Local 1183

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

Rita Paine

Langley Township Fire Fighters
Local 4550

Clint Howard

Burnaby Fire Fighters Local 323

Umesh Lal

Nanaimo Fire Fighters Local 905

Brad Moore

Surrey Fire Fighters Local 1271

BC Professional Fire Fighters' Burn Fund

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

Tel: 604-436-5617 Fax: 604-436-3057 Email: info@burnfund.org

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

Yes, we want to support the 12th 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, November 26, 2009
Grand Opening VIP Private Party (invitation will be mailed at a later date)

November 27, 2009 to January 2, 2010
3:00 PM to 10:00 PM Daily
Closed Christmas Day



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