



Festival of Trees & Light Sponsorship Benefits



Help Bring the Magic of the Holidays to Central New York

Join the Everson Museum of Art's 2024 Festival of Trees & Light as a sponsor and be a part of an unforgettable holiday experience for families in Central New York. Sponsors receive prominent recognition for contributing to a cherished event that creates lasting memories. The Festival of Trees & Light is not only a celebration of the holiday season but also an exploration of diverse communities and cultures.

Reasons to Sponsor

Give Back to the Community: Your sponsorship supports a variety of engaging activities that bring joy and entertainment to children and families across the region.

Show Community Commitment: By becoming a sponsor, you demonstrate to your customers that you are dedicated to enriching the Central New York community through your time, resources, and support of the arts.

Expand Your Brand's Reach: The Festival of Trees & Light attracts a diverse audience from all over the region, providing you with an opportunity to introduce your brand to consumers and potential new clients.

Support Year-Round Impact: Funds raised through the Festival of Trees & Light support educational programs, community outreach, exhibitions, and operations, ensuring the Everson Museum remains a vital and accessible cultural resource throughout the year.

Sponsor Benefits	Contributor \$1,000	Supporter \$2,500	Underwriter \$5,000	Presenting Sponsor \$10,000
Festival of Trees & Light tickets	10	15	20	Unlimited
Host an event at the Everson! Rental discounts	5%	10%	15%	20%
Listing on website	■	■	logo	logo
Acknowledgement in the Everson Bulletin	■	■	■	■
Inclusion on event-related print materials		■	■	■
Free admission day for employees		■	■	■
On-site large format sponsor signage			■	■
Inclusion in event-related email marketing			■	■
Recognition on social media				■
Programming sponsorship opportunities				■

Interested in becoming a sponsor?
 Scan the QR code below or contact Dominic Tricase directly.
dtricase@everson.org | (315) 474 6064 x307

