



Sponsorship Benefits

Help Bring the Magic of the Holidays to Central New York

Join the Everson Museum of Art's 2025 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. From ceramic menorah making to Kwanzaa storytelling, the festival celebrates the holiday season through the arts.

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 and resources.
- **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 sophisticated and curious consumers.
- **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.

Programming Sponsorship Opportunities

Sponsor Benefits	Contributor \$1,000	Supporter \$2,500	Underwriter \$5,000	Presenting Sponsor \$25,000
Festival of Trees & Light tickets	10	15	20	50
Host an event at the Everson! Rental discounts	5%	10%	15%	20%
Listings 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				■
Recognition in additional marketing, including broadcast television (over \$5,000 value)				■
Programming sponsorship opportunities				■

Interested in becoming a sponsor?
contact Taylor Arras directly or scan the
QR code.
Tarras@everson.org | (315) 474 6064 x305

