

2023
FESTIVAL OF
TREES

NOSTALGIA

NOVEMBER 18 – JANUARY 7



BERKSHIRE MUSEUM

39 SOUTH STREET, PITTSFIELD, MA 01201 | 413-443-7171 | BERKSHIREMUSEUM.ORG

Deep roots in our community.

Where did our stories begin? Who was there at the beginning? How do you remember our history? There is something about the distance between the present and the past that enchants us. For many, it is this feeling that draws them to museums in the first place. When opening an old family photo album or reminiscing with a friend from years past, we feel that sense of longing or whimsy best summarized as **nostalgia**. It is a calling back to places and things gone by, and a reminder of why we continue to move forward to a new future.

As we continue to celebrate the Berkshire Museum's 120th anniversary, we have been tracing our history back to the beginning. And for many of us, some of the brightest memories from our past revolve around the annual Festival of Trees.

So, it seems only fitting that this is the year it comes back.

Festival of Trees: Nostalgia will run Saturday, November 18, 2023, through Sunday, January 7, 2024, with trees decorated in the central theme of nostalgia. The festival will be smaller this year, as we intend to keep the tradition alive in preparation for a full-sized return in 2024. A special ticketed preview party will be held on Friday, November 17. The night will include a complimentary bar, hors d'oeuvres, and an appearance from **Grammy-awarded songwriter Paul Williams**.

Sponsorship opportunities are available to maximize your exposure and enjoyment of the event.





BECOME A *FESTIVAL OF TREES: NOSTALGIA* PARTICIPANT

Want to be involved? Here's how:

Sponsor a Tree – Just like in previous years, the trees that your organization decorates will be on display throughout the festival.

Attend the Nostalgia Soiree – on Friday, November 17 from 6 pm to 8:30 pm. Tickets to the reception, Q&A, or both will be available starting September 18.

Support us with a Sponsorship Package – which includes tree space, tickets, digital ads, and more!

SPONSORSHIP

1. Sponsor A Tree
2. Purchase a Digital Advertisement – located on the second floor of the Museum.
3. Attend the **NOSTALGIA SOIREE** – The preview party for the opening of *Festival of Trees: Nostalgia* on Friday, November 17 from 6 pm to 8:30 pm.
4. Become a Festival of Trees sponsor and receive all benefits listed above.

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SPONSORSHIP OPPORTUNITIES

Luminary Package – \$1,250

- Color ad in Festival of Trees 2023 signage
- Digital display ad in the museum lobby
- Digital display ad in Little Cinema pre-show for the duration of Festival of Trees 2023 (pending programming)
- Prominent location for exhibitor's decorated tree
- 8 tickets to Festival of Trees 2023 Nostalgia Soiree on November 17, 2023

Icon Package – \$650

- Color ad in Festival of Trees 2023 signage
- Digital display ad in the museum lobby
- Digital display ad in Little Cinema pre-show for the duration of Festival of Trees 2023 (pending programming)
- Exhibitor-decorated tree space
- 4 tickets to Festival of Trees 2023 Nostalgia Soiree on November 17, 2023

Champion Package – \$350

- Digital display ad in the museum lobby
- Digital display ad in Little Cinema pre-show for the duration of Festival of Trees 2023 (pending programming)
- Exhibitor-decorated tree
- 2 tickets to Festival of Trees 2023 Nostalgia Soiree on November 17, 2023

Single Tree – \$150

- The perfect way to promote your business and get those creative juices flowing! One tree with standard space.

Local Legend - \$150

Add \$150 to any sponsorship package to give a local organization the chance to express its own memories. An organization of your choice will be informed that they are sponsored to decorate and display a tree at no charge.



Festive Tidings Event Sponsorship – \$5,000

- Complimentary use of the Crane Room and Museum for a corporate event or holiday party (pending availability; catering not included)
- Prominent placement of logo and company name in the Festival of Trees map
- Digital display advertisement on the first floor of the museum as well as the Little Cinema pre-show during the Festival of Trees
- 8 complimentary invitations to the opening party
- Sponsor decorated tree space
- 10 admission tickets valid for a one-time use during the Festival of Trees
- Prominent credit as a sponsor in press releases, interviews, press events,
- Prominent credit as a sponsor in the Museum's winter program brochure
- Corporate logo on the Museum website with link for Festival of Trees and on weekly e-mail newsletter sent to 10,000 addresses
- Corporate name listed on the title panel of the Festival of Trees exhibition
- Corporate logo and name in all print advertising
- Recognition and introduction at the opening party on Friday, November 17, 2023
- Additional benefits as requested

RESERVE TODAY!

Contact **Will Demick**
at **wdemick@berkshiremuseum.org** or
413-443-7171 ext. 382.

*The first 10 sponsors will be recognized in
our opening party invitation!*

DECORATING A TREE

We invite you to join us for the return of the Festival of Trees by decorating a tree that represents the theme of Nostalgia. This is your chance to come together with the community and share the story of how you began.

Of course, you are welcome to decorate your tree any way you wish!

The possibilities are endless, though there are a few guidelines to follow.

Tree Decorating Guidelines:

- All trees must be artificial and supplied by you.
- Each participant has a 4 x 4-foot allotment of floor space.
(Participants at the \$1,200 Sponsor Package level and above will be given more flexibility.)
- This year, space around the base of the trees will be reserved for schools, who will decorate villages for display. Please account for this when creating your tree!
- For safety reasons, all decorations must be securely attached to your tree.
- All lights must be UL approved. Please follow all package safety instructions.
- The Museum accepts responsibility for supplying electricity to your tree. Battery-operated displays will not be maintained by the Museum.
- To ensure that the Festival of Trees is fun for all but does not jeopardize other Museum collections and exhibitions, loose sand, glitter, tinsel, confetti, or other materials that can be tracked through the galleries are not permitted.
- Decorating with plants and food, including dried vines, hay, seed pods and nuts, candy (even wrapped), cookies, donuts, popcorn, cranberries, and fruit is not permitted.
- The Museum cannot be responsible for valuables or electronics on or under the tree, and sound accompaniments of any kind are not permitted.
- **The Festival of Trees is a celebration for ALL. To help make this an inclusive and welcoming experience, decorations that contain explicitly religious or political messaging are prohibited.**

All decorations must comply with current fire codes.

For questions concerning your decorating plans contact William Demick at wdemick@berkshiremuseum.org or 413-443-7171 ext. 382.

DELIVERY AND PICK-UP OF TREES

Decorated trees must be delivered to the Berkshire Museum on Monday, November 13, Tuesday, November 14, or Wednesday, November 15, 2023, between the hours of 8:30 am and 5:00 pm.

Trees must be removed from the Museum on Monday, January 8, or Tuesday, January 9, 2023, between the hours of 8:30 am and 5:00 pm.

Any trees that are not collected during these times will be discarded unless advance arrangements have been made.

Remember your tree skirts!

MARKETING

All involved at the single tree level will have their name included in the list of participants.

Champion Package (\$350) and above will have their logo on the Berkshire Museum website and in the gallery guide.

Icon Package (\$650) and above will have a screen ad in the Berkshire Museum lobby.

See sponsorship list for all details.

***Send logos and screen ads to
Will Demick at
wdemick@berkshiremuseum.org***

*YOUR LOGO
HERE*

On Berkshire
Museum's
website and in
the gallery guide

YOUR AD HERE

SCREEN AD

1920 px by 1080 px

Prominently displayed in the Berkshire Museum Lobby

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