

**FESTIVAL OF TREES**

# AQUATICA



NOVEMBER 2024



**BERKSHIRE MUSEUM**

PITTSFIELD, MA

**REGISTRANT PACKET**

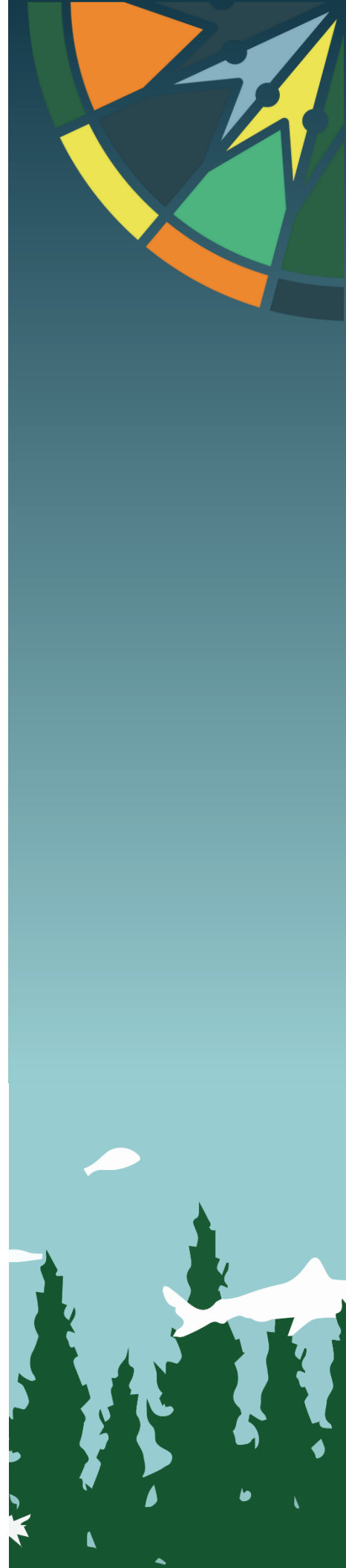
Berkshire Museum is proud to once again present ***Festival of Trees***: a community celebration of creativity over the holidays!

This year, the museum will be undergoing renovations, which will include a first-ever holistic redesign and expansion of our beloved aquarium. While we transition from current space to new, we decided to put out a call to the community: let's build an aquarium of trees.

This year's theme is all about the sea, river, and wetland critters that we know and love. From amphibians and reptiles to fish and mollusks. Our goal: create a community-built aquarium while we await the completion of the new space. The canvas: trees, of course!

For inspiration, you could visit the aquarium and find an animal that stands out to you, celebrate one of many beloved sea critters in pop culture, or showcase some of the incredible creatures that we can discover in the wetlands of the Berkshires. The best trees will be those that think outside the tide pool - so get creative and have fun!

***Festival of Trees: Aquatica*** will be on view from **Saturday, November 23, 2024, through January 5, 2025**. An opening reception will be held on **Friday, November 22**. The night will include a complimentary bar and hors d'oeuvres.





# Become a *Festival of Trees:* *Aquatica* Participant!

## Want to be involved? Here's how:

**Decorate a Tree** – just like in previous years, the tree you or your organization decorates will be displayed throughout the festival.

**Attend the Opening Reception** – on Friday, November 22 from 5:30 PM to 8:00 PM. Tickets to the reception will be available starting September 26.

**Support the Festival as a Sponsor** – sponsorships are the perfect way to ensure your organization receives plenty of attention during some of our highest-attended months. All sponsorship packages include a tree space, tickets to the opening reception, digital ads, and more!

**Sponsorship levels, along with their benefits, are listed on the following page.**

To register a  
tree or become  
a sponsor, visit  
[www.berkshiremuseum.org/fot24](http://www.berkshiremuseum.org/fot24)



**NOTE:** Before registering yourself or your organization to decorate a tree, please review our **TREE DECORATING GUIDELINES**, located in this packet.

**Any tree that does not follow these guidelines is subject to removal from the Festival of Trees.** If you have questions or are unsure of a particular ornament or decoration, please email William Demick, Membership and Development Manager, at [wdemick@berkshiremuseum.org](mailto:wdemick@berkshiremuseum.org).



# SPONSORSHIP OPPORTUNITIES

## Festive Tidings Event Sponsorship – \$5,000

- Digital display advertisement in the museum lobby
- 8 complimentary tickets to the Festival of Trees Opening Reception on **November 22, 2024**
- Admission of one tree into the Festival of Trees to be displayed in a prominent location
- Prominent credit as a lead sponsor in press releases
- Prominent credit as a lead sponsor in Berkshire Museum’s gallery guide during the Festival of Trees
- Corporate logo on Berkshire Museum’s Festival of Trees website with a link to your organization’s landing page
- Corporate logo in bi-weekly e-mail newsletter sent to nearly 10,000 addresses throughout the duration of *Festival of Trees: Aquatica*
- Corporate logo listed on the title panel of the Festival of Trees exhibition
- Additional benefits as requested

## Luminary Package – \$1,250

- Digital display advertisement in the museum lobby
- 6 complimentary tickets to the Festival of Trees Opening Reception on **November 22, 2024**
- Admission of one tree into the Festival of Trees to be displayed in a prominent location
- Sponsorship listing in the Museum’s gallery guide during Festival of Trees



## Icon Package – \$650

- Digital display advertisement in the museum lobby
- 4 tickets to the Festival of Trees Opening Reception on **November 22, 2024**
- Admission of one tree into the Festival of Trees
- Sponsorship listing in the Museum’s gallery guide during Festival of Trees

## Champion Package – \$350

- Digital display advertisement in the museum lobby
- 2 tickets to the Festival of Trees Opening Reception on **November 22, 2024**
- Admission of one tree into the Festival of Trees
- Sponsorship listing in the Museum’s gallery guide during Festival of Trees

## Single Tree Registration – \$150

- Admission of one tree into the Festival of Trees
- Listing in the Museum’s gallery guide during Festival of Trees

## Local Legend - \$150

Know an organization that you’d love to see participate? Add \$150 to any sponsorship package or tree registration to allow a local nonprofit to celebrate! Please contact [wdemick@berkshiremuseum.org](mailto:wdemick@berkshiremuseum.org) to set up their registration.



# Tree Decorating Guidelines

All trees must be decorated following these guidelines. Trees found not in accordance with these guidelines will not be allowed on display.

- All trees must be artificial and supplied by you.
- Trees must be delivered to the museum **November 18 – 20, 9:00 AM – 5:00 PM**. Staff will be onsite to assist with the setup of trees.
- Each participant has a 4 x 4-foot allotment of floor space. (Participants at the \$1,250 Sponsor Package level and above will be given more flexibility).
- 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. Per this year's theme, seashells, dried starfish, or other aquatic-themed decorations are allowed on a case-by-case basis and must be cleared with the museum.
- 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 trees **must** be picked up between **January 6 and January 7, 2025**.

For more information, please contact:  
William Demick  
Membership and Development Manager  
wdemick@berkshireremuseum.org  
(413) 443-7171 ext. 382



Visit our website at  
[www.berkshireremuseum.org/fot24](http://www.berkshireremuseum.org/fot24)

