

Kennedy Krieger Institute's 37th Annual Festival of Trees Sponsorship Opportunities

November 27-29, 2026



To view photos of Festival of Trees, visit:
KennedyKrieger.org/FOT-Photos

Held annually on Thanksgiving weekend at the Maryland State Fairgrounds, Kennedy Krieger's Festival of Trees has become an eagerly anticipated holiday tradition for families throughout the Mid-Atlantic region.

Festival of Trees raises critical funds for patient care, education and research, benefiting the nearly 30,000 children, adolescents and adults served by Kennedy Krieger each year. The Institute specializes in treating individuals with rare and common diseases, neurodevelopmental conditions, and injuries.

Now in its 37th year, the Festival has welcomed more than 1.1 million visitors and raised more than \$29 million to help further our mission. Kennedy Krieger Institute's Festival of Trees is the perfect opportunity for you to put your organization's brand in front of thousands of Baltimore-area families and businesses, while at the same time helping children and families from across the country and around the world.

**Festival
of Trees**
A KENNEDY KRIEGER EVENT

KennedyKrieger.org/FestivalOfTrees

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BE PART OF THE FUN

The magical setting of Kennedy Krieger Institute's Festival of Trees, the largest family-focused holiday festival of its kind on the East Coast, provides the perfect opportunity for your organization to connect with families in the Baltimore metropolitan area.

The focal point of the event is the display and sale of hundreds of one-of-a-kind designer-decorated holiday trees, wreaths and gingerbread houses created by local businesses, individuals, schools and community groups.

Adding to the fun are dozens of seasonal vendors, decadent treats, an on-site raffle, family entertainment, children's activities, free visits with Santa and more!

**Click the play button
to watch the 2025
Festival of Trees
highlight video!**

TINSEL ON TAP

Back by popular demand! Don't miss our exclusive 21 & older holiday pop-up party on Saturday evening! (Separate ticket required).



FESTIVAL OF TREES MEDIA SPOTLIGHT

Festival of Trees enjoyed a surge in media exposure in 2025: **256 total media hits** this year, **an increase of 71.8 percent** over last year, with a **potential audience reach of 1.12 billion** readers and viewers, doubling last year's reach.



ORGANIZATIONAL OVERVIEW

Kennedy Krieger Institute's mission is to transform the lives of children, adolescents and adults with diseases, disorders and injuries impacting the nervous system. We do this through groundbreaking research, integrated therapies and innovative education, all led by expert, compassionate staff members and trainees.

[Click here](#) to watch a video to learn more about Kennedy Krieger.



Festival of Trees Sponsorship Levels and Benefits

	DIAMOND SNOWFLAKE	GOLDEN GARLAND	SILVER STAR	BRONZE BELL	HOLLY & PINE	MISTLETOE MAGIC
\$ Amount	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Tax Deduction	\$40,700	\$20,200	\$11,450	\$7,525	\$3,750	\$1,800
Event Website	Logo at Top of Every Page	Logo and Link on Homepage	Logo and Link on Homepage	Logo and Link on Homepage	Logo and Link	Logo and Link
Baltimore Magazine Thank-You Ad	Name and Logo	Name and Logo	Name and Logo	Name and Logo	Name	Name
Social Media Mention	✓	✓	✓	✓	✓	✓
On-Site Signage	✓	✓	✓	✓	✓	✓
General Admission Event Tickets	300	150	100	75	30	20
Tinsel on Tap Tickets (Saturday p.m.)	20	10	10	6	6	4
Preview Party Tickets (Friday a.m.)	30	20	20	10	6	
Tree	Reserved Space	Reserved Space	Reserved Space	Reserved Space	✓	
Print Ads, Collateral & Event Emails	Name and Logo	Name	Name	Name		
Named Attraction (On-Site)	✓	✓	✓	✓		
TV PSA	Name and Logo	Name	Name			

To learn more about Festival of Trees sponsorship opportunities, a complete list of benefits for each level, and our promotional campaign, please visit KennedyKrieger.org/FOTSponsor or email: FestivalOfTrees@KennedyKrieger.org

Kennedy Krieger Institute is a 501(c)(3) nonprofit organization.