



Festival of Trees

KENNEDY KRIEGER INSTITUTE

Maryland State Fairgrounds • Nov. 28-30, 2025

Sponsorship Opportunities

Held annually on Thanksgiving weekend at the Maryland State Fairgrounds, Festival of Trees has become an eagerly anticipated holiday tradition for families throughout the Mid-Atlantic region. This event benefits the nearly 30,000 children, adolescents and adults served by Kennedy Krieger each year by raising funds for patient care, education and research. The Institute specializes in treating individuals with disorders, diseases and injuries that impact the nervous system.

Now in its 36th year, the Festival has welcomed more than 1.1 million visitors and raised more than \$28 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.

BECOME A
SPONSOR



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!

NEW THIS YEAR! Exclusive 21 & older event on Saturday evening and family event on Sunday morning!
(Separate tickets required, Details coming soon...)

Click the play button to watch the 2024 Festival of Trees highlight video!



Organization 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

	TITLE	GOLD	SILVER	BRONZE	PATRON	AMBASSADOR
\$ Amount	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Tax Deduction	\$42,700	\$21,200	\$12,200	\$8,020	\$4,100	\$1,980
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	✓	✓	✓	✓	✓	✓
Tree	✓ Premier Placement	✓ Reserved Space	✓ Reserved Space	✓ Reserved Space	✓	
General Admission Event Tickets	300	150	100	75	30	20
NEW! Saturday PM Special Event Tickets	20	10	10	6	6	4
Friday AM Preview Party Tickets	30	20	20	10	6	
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 Michele Mueller at:
FestivalOfTrees@KennedyKrieger.org

BECOME A SPONSOR



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