



♦ 2026 ♦

Festival of Trees

SPONSORSHIP

Be Part of Something Extraordinary

For more than five decades, Festival of Trees has been lighting the way for children and families in our community. What began in 1971 with just 60 trees displayed in a small gymnasium, raising an incredible \$47,000 has grown into one of the region's most iconic and beloved holiday traditions.

Now entering its 56th year, Festival of Trees draws over 80,000 attendees in a single week, raising over \$3.4 million dollars for Primary Children's Hospital, and filling the Mountain America Expo Center with more than 1000 auction items, including handcrafted holiday

goods, over 550 dazzling trees, live entertainment, and the unmistakable spirit of generosity.

As a sponsor of the 56th Annual Festival of Trees (December 2–5, 2026), your brand will be front and center before tens of thousands of engaged, community-minded families. More importantly, your investment directly funds lifesaving care for children who need it most. This is your opportunity to align with a legacy of hope, healing, and holiday magic — and to make a meaningful, lasting difference in the lives of children and families across our community.

By the Numbers

\$3.4M⁺

FUNDS RAISED

for Primary Children's Hospital

80,000⁺

ATTENDEES

Historically, Festival of Trees welcomes over 80,000 attendees in just four days, making it the largest single event hosted at the Mountain America Expo Center each year.

56⁺ Year
TRADITION

Festival of Trees is one of the longest running charitable holiday events in the Intermountain West, founded in 1971 and growing every year since.

GENERATED

624.7M

in potential
media reach

\$5.7M

&
in ad-value
equivalency

**DIGITAL
CAMPAIGNS**
deliver over

25M

display
impressions

5.9M

&
social media
impressions



Event Details

Festival of Trees 2026
December 2-5, 2026
Mountain America Expo Center



Festival of Trees Sponsorship Tiers

Sponsorship Level	Logo Recognition	Campus Tour	General Admission Tickets	Opening Night Invitations	Feature Area / Signage Benefit
 North Star \$60,000	Event emails, event program, event website, printed on-site signage, and social channels	PCH campus tour for up to 10 attendees	50	10	Named sponsor feature area with area-specific floor vinyl and signage placement
 Starlight \$35,000	Event emails, event program, event website, printed on-site signage, and social channels	—	40	8	Named sponsor feature area with area-specific floor vinyl and signage placement
 Silver Bell \$20,000	Event program, event website, printed on-site signage, and social channels	—	30	6	Printed named sponsor signage in a feature area
 Holly Berries \$15,000	Event program, event website, printed on-site signage, and social channels	—	20	4	Printed on-site sponsor signage
 Candlelight \$10,000	Event website and printed on-site shared sponsor signage	—	10	—	Shared sponsor signage
 Snowflake \$5,000	Event website and printed on-site shared sponsor signage	—	10	—	Shared sponsor signage

*We work with all sponsors to ensure their sponsorship is appropriately acknowledged. Recognition opportunities may be adjusted as circumstances warrant.

In kind contributions

In-kind contributions play a vital role in the success of our event, helping to offset costs while enhancing the experience for our attendees. By donating goods to be sold in our shop or other needed items, your company can receive valuable recognition as a sponsor at the Friends sponsorship level, with benefits such as logo placement, on-site visibility, and acknowledgment of donated items. Your generous support not only showcases your commitment to our cause but also provides a unique opportunity to engage with our audience in a meaningful way.

All levels of sponsorship include the opportunity to volunteer.
To have your logo featured, logos must be received by August 1.