



84th Annual Boston's Official
TREE LIGHTING SHOW
SPONSORSHIP OPPORTUNITIES

December 4, 2025

6:00 - 7:00 p.m. - Pre-televised show

7:00 - 8:00 p.m. - Live audience of 20,000+
televised on WCVB Channel 5

Hosted by:

WCVB Channel 5 Chronicle Anchors

Shayna Seymour and Anthony Everett

Boston Common

MBTA and handicap accessible



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: SOLD OUT

PRESENTING SPONSOR: SOLD OUT

SIGNATURE SPONSORS: \$25,000

(Limited to four sponsors)

- Company logo prominently displayed on one (1) Logan Airport area billboard promoting the Tree Lighting and Holiday Show
- Company logo included on at least five (5) 5.75 x 10.5 or half page 11.625 x 10.5 print ads in The Boston Globe
- Company representative will be introduced and thanked onstage by Parks Commissioner during the pre-show
- Company representative welcomed onstage to make brief remarks to live audience during pre-show
- Company representative thanked publicly at tree arrival event on the Boston Common on the week of November 24
- Company representative joins ensemble cast onstage for grand finale with the Mayor of Boston
- Company name listed in public relations efforts, including press releases, media advisories, social media posts, and end of TV broadcast show credits
- Company digital logo displayed intermittently on Jumbotron at event site are prior to pre-show and during pre-show breaks
- Company banner displayed in sampling area during event
- Company name prominently displayed in event flyers
- Opportunity to erect a company supplied pop-up tent at event site for product sampling or promotion of services**
- Ten (10) invitations for premium event seats

JUMBOTRON SPONSOR: SOLD OUT

PYROTECHNIC SPONSORS: \$18,000

(Limited to one sponsor)

- Company logo prominently displayed on one (1) Logan Airport area billboard promoting the Tree Lighting and Holiday Show
- Company logo included on at least five (5) 5.75 x 10.5 or half page 11.625 x 10.5 print ads in The Boston Globe
- Company name listed in public relations efforts, including press releases, media advisories, social media posts, and end of TV broadcast show credits
- Company digital logo displayed intermittently on Jumbotron at event site are prior to pre-show and during pre-show breaks
- Company name on event flyers
- Company banner displayed at event site in sampling area
- Opportunity to erect a company supplied pop-up tent at event site for product sampling or promotion of services*
- Four (4) invitations for premium event seats

KEY SPONSORS: \$10,000

- Company logo displayed on one (1) Logan Airport area billboard promoting the Tree Lighting and Holiday Show
- Company logo included on at least five (5) 5.75 x 10.5 or half page 11.625 x 10.5 print ads in The Boston Globe
- Company logo displayed in event flyers
- Company name listed in public relations efforts, including press releases, media advisories, social media posts, and end of TV broadcast show credits
- Company banner displayed at event site in sampling area
- Opportunity to erect a company supplied pop-up tent at event site for product sampling or promotion of services*
- Four (4) invitations for premium event seats

PROMOTIONAL SPONSORS: \$2,500 - \$9,500***

- Company name listed in public relations efforts, including press releases, media advisories, and social media posts
- Opportunity to erect a company supplied pop-up tent at event site for product sampling or promotion of services*

*Subject to Parks Department approval

**Packages custom tailored to meet your organization's needs.

Sponsorship fees vary based on presentation details (size, location, duration, etc). Please contact (617) 635-4032 to explore promotional opportunities.

Sponsorship tiers reflect cash donations and unfortunately in-kind donations of goods or services are not calculated in tier benefits. All logo inclusions and donor recognition inclusion subject to production deadlines.

CONTACT INFO

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City of Boston
Parks and Recreation

CELEBRATE. CONNECT. GIVE BACK.

Each year, Boston kicks off the holiday season with its Official Christmas Tree Lighting and holiday show, along with the illumination of numerous trees throughout Boston Common and the Public Garden. This beloved tradition draws over 20,000 attendees and reaches hundreds of thousands more through live and streaming media.

Now in its 53rd year, this celebration continues a heartfelt tradition—Nova Scotia's annual gift of a Christmas tree to Boston, commemorating the City's aid following the 1917 Halifax Explosion. This year marks the 107th anniversary of that historic bond.

EVENT HIGHLIGHTS:

- Festive Stage Show featuring nationally recognized talent
- Countdown and tree lighting led by Boston's Mayor
- Spectacular pyrotechnic display
- Live broadcast on WCVB-TV Channel 5 for the 26th consecutive year
- Prime time airing across New England and parts of Canada
- Streaming available on-demand via WCVB's *Very Local* platform
- Emmy Award-winning: "Best Special Event Coverage," Boston/New England Chapter
- Second most-viewed program in its time slot
- 125,204 Total Viewer Impressions
- Cross-platform promotion via WCVB's NewsCenter 5 and *Chronicle*
- Widespread media coverage—pre-, during, and post-event

SPONSORSHIP OPPORTUNITIES

Align your brand with one of Boston's most meaningful and widely viewed seasonal events.

- Support a cherished community tradition
- Gain valuable visibility
- Enjoy a tax-deductible contribution
- Engage with thousands of families, Bostonians, and New England viewers

Be a part of this historic celebration. Partner with the Boston Parks to help spread the magic of the season.

Contact us today to explore sponsorship packages and benefits.