



Light Up St. John's

A Celebration of Light, Love, and Holiday Magic
Friday, December 4, 2026 • 5:00–7:30 p.m.

Help Us Light Up St. John's

This December, St. John's is transforming a beloved holiday tradition into an exciting new community celebration.

Light Up St. John's will bring residents, families, employees, donors, friends, and members of the Rochester community together for an evening filled with holiday lights, live entertainment, family activities, a festive happy hour with light appetizers and beverages, and the lighting of our spectacular Tree of Light.

At the heart of the celebration is one simple question:

Who lights up your life?

Guests will honor or remember someone special by personalizing a candle ornament and adding it to the Tree of Light. Together, hundreds of individual tributes will create one extraordinary display of light, love, and generosity.

Your Sponsorship Makes the Celebration Possible

Light Up St. John's offers businesses and community partners a unique opportunity to align their organizations with a joyful new Rochester holiday tradition while supporting St. John's Foundation.

Proceeds will help St. John's Foundation to respond to the areas of greatest need across St. John's communities and enhance the lives of St. John's residents throughout the year.



Sponsorship Opportunities



LEAD SPONSOR | \$5,000 | 1 available

Help Lead the Way

Receive **exclusive recognition** as Light Up St. John's presented by [Sponsor].
Become the **leading community partner** behind this new St. John's holiday tradition.

Recognition includes:

- Top logo placement on event and digital signage
- Prominent recognition on the event webpage
- Recognition in event-related email communications and social media
- Verbal recognition during the lighting ceremony
- Opportunity to share a brief welcome with guests



TREE OF LIGHT SPONSOR | \$2,500 | 1 available

Be at the Heart of the Celebration

Receive **exclusive recognition at the centerpiece** of Light Up St. John's—the Tree of Light, where hundreds of individual tributes will come together in honor and memory of people who have brought light into our lives.

Recognition includes

- Prominent logo placement at the Tree of Light
- Recognition at event site and digital signage
- Recognition on the event webpage
- Recognition in selected email and social media promotions



HOLIDAY HAPPY HOUR SPONSOR | \$1,000 | 3 available

Raise a Glass to a Brighter Holiday Season

Help create a **warm and welcoming gathering place** where residents, families, friends, and community members can enjoy light appetizers and festive beverages together.

Recognition includes:

- Logo recognition throughout the hospitality area
- Recognition at event site and digital signage
- Recognition on the event webpage



EXPERIENCE SPONSOR | \$750

Help Create Holiday Magic

Put your organization behind **one of the experiences** that will make Light Up St. John's memorable for guests of all ages.

Available experiences may include: Holiday Bar • Hot Cocoa Bar
Family Activities • Entertainment • Holiday Photo Experience

Recognition includes:

- Logo/name recognition at the designated sponsored experience
- Recognition on digital event signage
- Recognition on the event webpage



COMMUNITY LIGHT SPONSOR | \$500

Show Your Support for the St. John's Community

Join businesses and organizations throughout our community in helping Light Up St. John's shine.

Recognition includes:

- Name or logo recognition on shared event signage
- Recognition on digital event signage
- Recognition on the event webpage



More Than One Night of Visibility

Sponsor recognition will extend beyond December 4 through the broader Light Up St. John's year-end campaign, including Giving Tuesday, event promotion, digital communications, and select social media.

Your partnership helps St. John's create an inclusive community celebration while building sustainable philanthropic support for the future.

Ready to Light the Way?

To discuss sponsorship opportunities, contact:

St. John's Foundation
585-760-2464
foundation@stjohnsliving.org

Visit stjohnsliving.org/donate/lusj or scan the QR code to learn more or become a sponsor.

