



Art in Bloom

Thursday, April 23 –
Sunday, April 26, 2026

Art in Bloom is the Fitchburg Art Museum's most celebrated spring event, transforming our galleries into a vibrant, multi-sensory celebration of art and nature. Over four days, more than 40 imaginative floral interpretations — created by regional florists, garden clubs, and community designers — interpret works from the Museum's collection, inviting hundreds of visitors into an immersive experience of art and community. Live music fills the galleries, floral demonstrations offer behind-the-scenes insight, and the much-anticipated Champagne Reception brings visitors together in a festive setting.

As the Museum celebrates its Centennial, FAM is proud to offer free admission for all visitors, removing financial barriers and welcoming broader audiences than ever before. Art in Bloom sponsors play a vital role in making this beloved tradition accessible while gaining meaningful exposure to the hundreds of visitors who engage with FAM during this signature event.

glass flower artwork



Sponsorship Tiers



Rose \$2000

- + 8 tickets to the exclusive Champagne Reception on Friday, April 24
- + One-year Corporate Donor or Individual Contributor level membership to FAM
- + Logo on FAM outdoor street sign for Art in Bloom and the FAM Summer Party
- + Logo on FAM front lobby digital screen throughout Art in Bloom
- + Prominent recognition on website and social media channels during both Art in Bloom and the Summer Party (Facebook, Instagram, and LinkedIn)

Dahlia \$1000

- + 6 tickets to the exclusive Champagne Reception on Friday, April 24
- + One-year Corporate Donor or Individual Contributor level membership to FAM
- + Logo on FAM outdoor street sign for Art in Bloom
- + Logo on FAM front lobby digital screen throughout Art in Bloom
- + Prominent recognition on website and social media channels during Art in Bloom (Facebook, Instagram, and LinkedIn)

Lily \$500

- + 4 tickets to the exclusive Champagne Reception on Friday, April 24
- + Logo on FAM outdoor street sign for Art in Bloom
- + Listing on FAM front lobby digital screen throughout Art in Bloom
- + Website recognition with logo and link on event webpage

Daisy \$250

- + 2 tickets to the exclusive Champagne Reception on Friday, April 24
- + Listing on FAM front lobby digital screen throughout Art in Bloom
- + Website recognition with logo and link on event webpage

In Addition, All Sponsor Tiers Receive

- + Recognition in digital and printed promotional materials (distribution of over 2,000)
- + Listing in FAM's monthly e-blasts leading up to the event
- + Full-page color ad in Art in Bloom souvenir program booklet
- + Public recognition during remarks at the Champagne Reception
- + Recognition in the FY26 Annual Report
- + Opportunity to promote your business to 500+ visitors with business cards next to your sponsored floral installation (inquire for details)

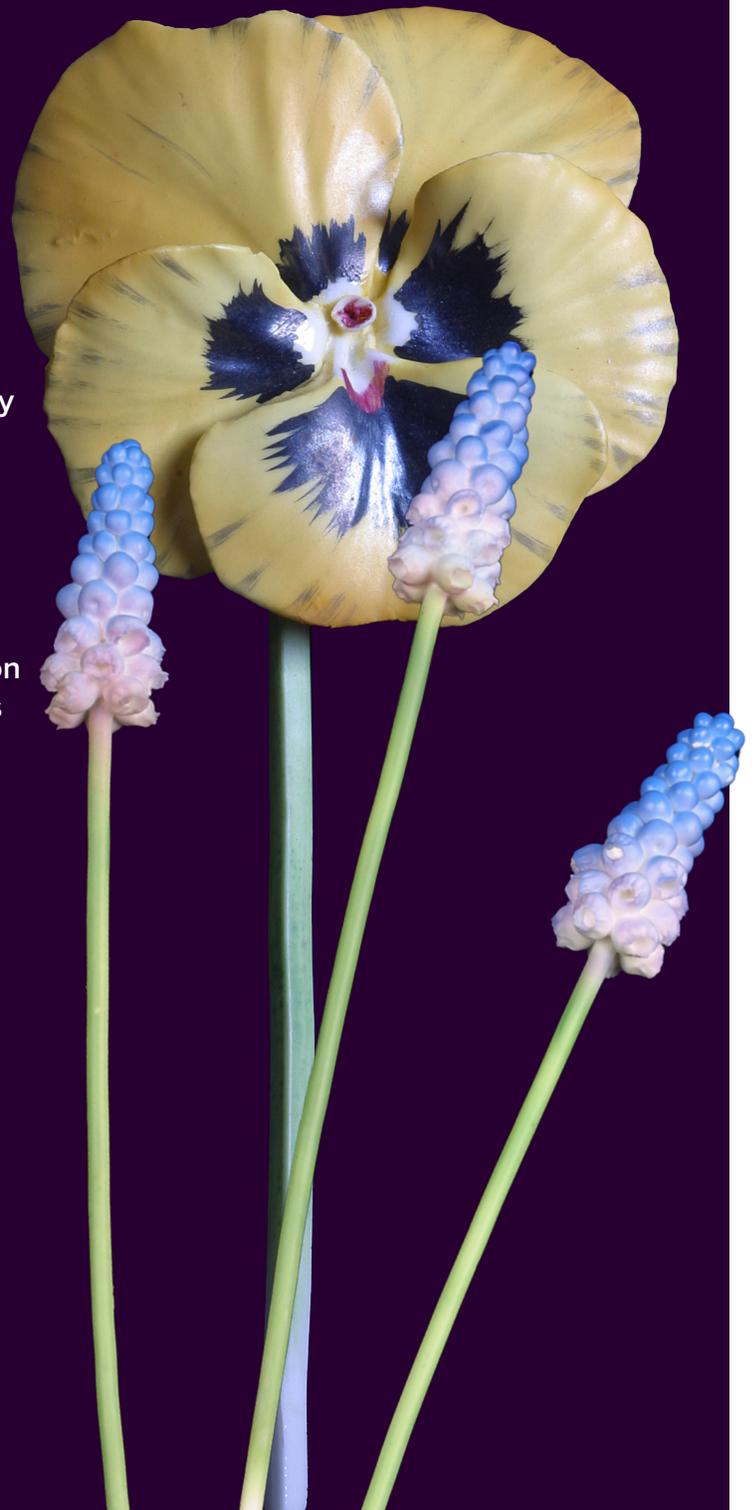
Deadline: Monday, March 16, 2026 to be included in printed invitations

Your Sponsorship Matters



Your sponsorship directly supports the Fitchburg Art Museum's mission to inspire creativity and contribute to the well-being of our diverse communities. By underwriting free admission to Art in Bloom, sponsors help ensure that cost is never a barrier to experiencing art.

Each year, FAM serves more than 15,000 visitors through exhibitions of contemporary New England art, interactive learning lounges, and inclusive programs such as FAM at Night, Hidden Treasures tours for Alzheimer's patients and their caregivers, artist talks and workshops, and community exhibitions. Sponsorship helps to sustain these programs and aligns your organization with a beloved cultural resource that brings people together, strengthens regional identity, and expands access to the arts.



Artwork on Cover Page,
Page 3, and Page 4:

Unidentified English artist
Set of Porcelain Flowers
Ceramic
Gift of Mrs. Maynard Ford, 1994.119

Audience Impact



/ Social Media Readership Highlights

Facebook

7.4k followers

Instagram

6.4k followers

LinkedIn

515 followers

/ Eblast Newsletter Readership Highlights

Potential Readership of

8k+ people

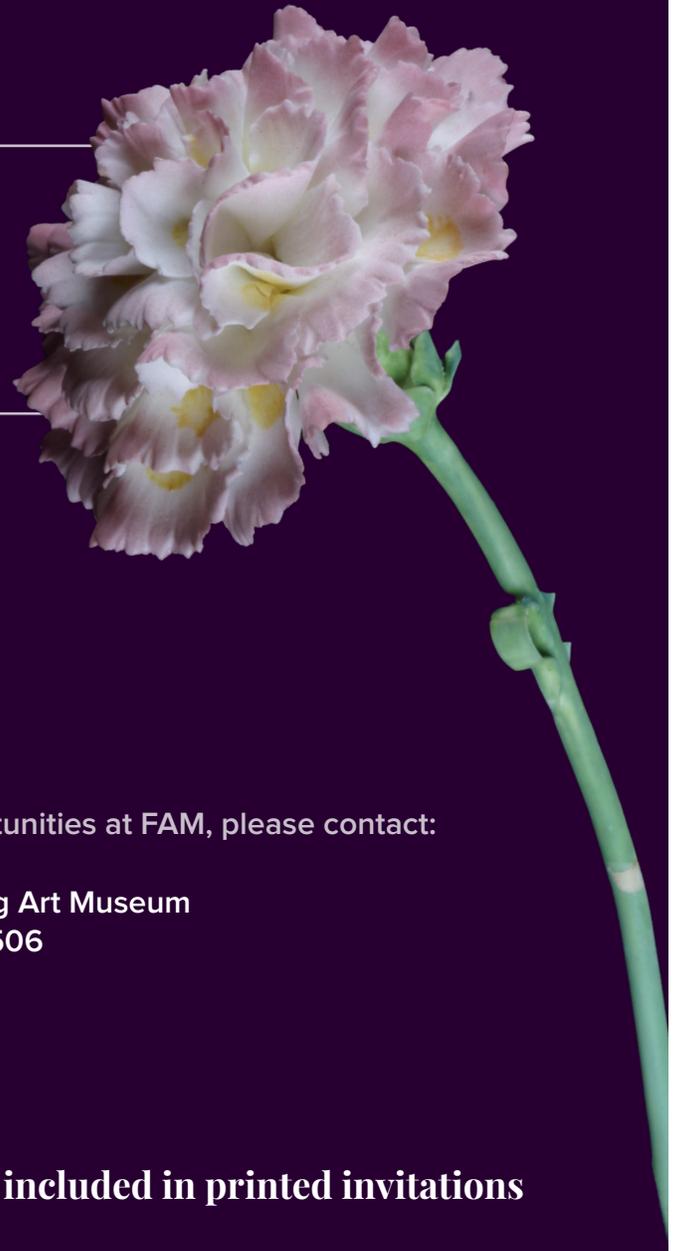
Average Readership of

4k+ people

/ Art in Bloom Champagne Reception Invite Readership

Champagne Reception Invite

Readership of 2k+ people



Contact Information

For more information about sponsorship opportunities at FAM, please contact:

Aimee Cotnoir Development Manager Fitchburg Art Museum
acotnoir@fitchburgartmuseum.org (978) 424-4506

Deadline: Monday, March 16, 2026 to be included in printed invitations

Program Advertising Form



Yes! My business will be a sponsor or purchase advertising space in the Art in Bloom program.

Contact Information

Business Name: _____

Contact Name: _____

Telephone: _____

Email: _____

Advertising Space Options

Check the size of advertising space desired. (Program pages are 5.5" x 8")

- \$50 – 1/4 page color advertisement (business card size)
- \$100 – 1/2 page color advertisement
- \$250 – Full page color advertisement

Please note: A full-page color ad is included with our Sponsorship levels (\$250–\$2,000), which offer additional recognition opportunities throughout Art in Bloom. Please inquire for details.

Advertisement Submission Instructions

Send a high resolution (300 dpi preferred; 150 dpi minimum) advertisement graphic or image. Acceptable file formats include: png, jpg, pdf, or Adobe Illustrator (ai)

Program Advertising Form



Please make your check payable to The Fitchburg Art Museum and return with your advertisement file.

Alternatively, you may pay by credit card over the phone. Please email us to arrange a convenient time to process your payment.

Deadline: Monday, March 16, 2026

Mail or Deliver to:

Aimee Cotnoir, Development Manager

Fitchburg Art Museum, 185 Elm Street, Fitchburg, MA 01420

Email: events@fitchburgartmuseum.org Phone: (978) 424-4506

Questions?

For more information about advertising opportunities or sponsorship benefits, please contact Aimee Cotnoir at the information above.