

Crane Estate Snow Ball 2027 Sponsorship Opportunities

Join us for the most magical event of season

trustees

Crane Estate Snow Ball 2027

Save the Date

Friday, February 5
6-11PM

Event Details

Experience a magical winter celebration at the extraordinary Crane Estate. Cocktails and dinner will be followed by an evening of live music and dancing amidst the elegance of The Trustees spectacular North Shore jewel. Proceeds from this event will benefit the Trustees work at Castle Hill. From a robust education program for visitors of all ages and a bustling summer camp, to curatorial and stewardship work, your support of the Snow Ball will help us ensure this beloved property is enjoyed for generations to come.





Corporate Sponorship Opportunties

Presenting Sponsor - $25,000 or equivalent in-kind support

- 10 tickets to attend the event and network with an anticipated 200+ guests ($5,000 value)
- Logo placement on digital and high-visibility on-site collateral
- Acknowledgment on Crane Estate social media post that will reach over 20,000+ followers
- Team volunteer opportunity for up to 25 employees ($2,500 value)
- 10 Individual memberships to The Trustees ($600 value)
- 20 Complimentary Admission Passes to Crane Beach

Winter Wonder Sponsor - $15,000 or equivalent in-kind support

- 8 tickets to attend the event and network with an anticipated 200+ guests ($4,000 value)
- Logo placement on digital and high-visibility on-site collateral
- Acknowledgment on Crane Estate social media post that will reach over 20,000+ followers
- 8 Individual memberships to The Trustees ($480 value)
- 16 Complimentary Admission Passes to Crane Beach

Snow Angel Sponsor - $10,000 or equivalent in-kind support

- 6 tickets to attend the event and network with an anticipated 200+ guests ($3,000 value)
- Logo placement on digital and onsite collateral
- Acknowledgment on Crane Estate social media post that will reach over 20,000+ followers
- 6 Individual memberships to The Trustees ($360 value)
- 12 Complimentary Admission Passes to Crane Beach

Snow Bell Sponsor - $7,500 or equivalent in-kind support

- 4 tickets to attend the event and network with an anticipated 200+ guests ($2,000 value)
- Name placement on digital and on-site collateral
- Acknowledgment on Crane Estate social media post that will reach over 20,000+ followers
- 4 Individual memberships to The Trustees ($240 value)

Ice Dancer Sponsor - $2,500 or equivalent in-kind support

- 2 tickets to attend the event and network with an anticipated 200+ guests ($1,000 value)
- Name placement on digital and on-site collateral
- 2 Individual memberships to The Trustees ($120 value)

Deadline for Sponsorships is December 16th, 2026

Crane Estate Snow Ball 2027









The Trustees

About Us

Founded by landscape architect Charles Eliot in 1891, The Trustees has, for more than 130 years, been a catalyst for important ideas, endeavors, and progress in Massachusetts.

As a steward of distinctive and dynamic places of both historic and cultural value, The Trustees is the nation's first and Massachusetts' largest preservation and conservation nonprofit, and its landscapes and landmarks continue to inspire discussion, innovation, and action today as they did in the past. Supported by members, friends, and donors, The Trustees' more than 100 reservations are destinations for residents, members, and visitors alike, welcoming millions of guests annually.

What We Do

We enjoy and care for more than 125 special places—nearly 27,000 acres—all around Massachusetts. And we are actively building an extended family of friends, neighbors, and partners across the state that can help in many different ways. Each year, more than 2 million people visit our reservations, 250,000 people participate in our more than 5,000 programs and events, and volunteers contribute over 50,000 hours of assistance in all aspects of our work. The Trustees is a vibrant and growing network of people who are committed to preserving the Commonwealth's landscapes and keeping open space open for everyone, forever.

Why Sponsor?

Sponsoring the 2025 Crane Estate Snow Ball offers a unique opportunity to align your brand with one of the most beloved conservation and cultural organizations in Massachusetts. This exclusive event draws a diverse and highly influential audience, providing excellent visibility for your company while showcasing your commitment to preserving the state's natural and historical treasures. By sponsoring the Snowball, you'll be supporting vital conservation efforts, enhancing public access to green spaces, and gaining exposure to over 20,000 followers across The Crane Estate's highly engaged social media platforms, with the potential to reach even broader audiences through event marketing and attendee networks.

Join us in making this year's Crane Estate Snow Ball the most magical event of the season!

Castle Hill on the Crane Estate

Castle Hill has a deep and storied past. The land we call Castle Hill was originally stewarded by indigenous peoples, who called this area Agawam, meaning “place beyond the marsh.” Their sagamore, Masconomet, entered into an alliance with the settlers of Ipswich in 1632 and afterwards this drumlin by the edge of the Atlantic became known as Castle Hill. Over the years, it saw many owners, but the hill never had a castle built upon it. In the 1880s, J.B. Brown transformed Castle Hill Farm from an agricultural holding into a gentleman’s farm, improving roadways and plantings and renovating his modest farmhouse into a rambling, shingle-style cottage that is now The Inn at Castle Hill.

After Chicago industrialist Richard T. Crane, Jr. and his wife, Florence Higinbotham Crane, purchased the property in 1910, Castle Hill came to exemplify a European-inspired country estate of the era, with its farm and estate buildings, designed grounds and gardens, and diverse natural areas. The first house built atop Castle Hill, an Italian Renaissance Revival villa designed by Shepley, Rutan and Coolidge, was razed and replaced in 1928 with the Great House, the 59-room Stuart-style mansion designed by architect David Adler that you see today. Castle Hill became the center piece of an estate that encompassed 3,500 acres, emphasizing the natural landscapes, their stewardship, and protection.

In 1910, the same year they purchased the property, the Cranes amended their wills to reflect that the Trustees would be bequeathed this astounding property. They understood the value of land preservation. The Trustees now steward 2,100 acres of the family’s 3,500 acres. Castle Hill comprises 365 of those acres and captures the essence of summer living during the American Country Place Era.



