



## 12 Days of Christmas:

The Arts Alliance of Southern Indiana is inviting you to sponsor one of our Twelve Trees of Christmas for this year's virtual Festival of Trees, December 1st-16th. This is a fundraising event where businesses, organizations, and artisans such as yourself are given the chance to create a beautiful decorative holiday tree that will be displayed virtually and purchased. Each tree and business will be highlighted and promoted virtually and through social media from December 1st-15th. Once a tree is purchased it will go to its recipients' home for display after the event.

The tree you create makes a difference. All funds raised through the Festival of Trees go to the Arts Alliance in support the programs we offer to the community. This is a great way to give back, connect and support the area we live in.

The Arts Alliance of Southern Indiana strives to evolve and bring lifeline programs that engage and support artists and the needs of our community in these ever-changing times. Covid has given us all a sense of how important it is to help each other out, and we are dedicated to aligning our programs so that those who need help the most are given a resource. Below are just two examples of how we are actively building these much-needed support systems.

AASI has free online classes for anyone in the community including teachers and students, bringing a helping hand to those who educate or are looking for education.

<https://www.sointoart.org/virtual-classes>

Our Little Free Library newsprint rack project now hosts not just books but also art supplies and non-perishable foods. We are addressing the needs of those who relied on school lunches and other services that are more challenged now. Additionally, each newsprint rack is beautifully painted by a local artist that is provided a stipend for its creation, giving them an outlet to publicly showcase their talents.

<https://www.sointoart.org/little-free-library>

We would be so grateful and honored to have you decorate one of our Twelve Trees of Christmas. Your participation is a great opportunity to promote your business and create goodwill within the community. All donations are tax deductible.

For more information on our Festival of Trees go to <https://www.sointoart.org/festival-of-trees>

To get started on decorating and lighting up the tree, contact Paig Trinkle at 812-949-4238 or email: [paig@artscouncilsi.org](mailto:paig@artscouncilsi.org)

Thank you for your time,

Brian Bell  
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