



Trees for Troops®

Providing the Spirit of Christmas to Troops and Military Families

About the Christmas Spirit Foundation

- Charity created in 2005
- 501(c)(3) nonprofit organization
- EIN 20-3361126
- Independent Charities of America “Best in America” designation
- Funded through cash donations, in-kind support, marketing fees and sponsors
- More than 95% of funds go to Trees for Troops®

About the Trees for Troops® Program

- Free, real Christmas Trees delivered to bases for troops and military families in the U.S. and overseas
- More than 277 thousand trees provided since 2005
- More than 80 different military bases have received trees
- Top 20 finalist (nationwide) in White House “Joining Forces Community Challenge”
- 2017 Spirit of Hope Award Winner
- Shipping via partnership with FedEx Freight

Cause Marketing Creates Goodwill and ROI

- 83% of Americans say they want brands to support causes
- 41% of Americans have bought a product or service because it was associated with a cause they support

Source: 2012 Cone Cause-Evolution Study

Christmas SPIRIT Foundation • 2650 S. Hanley Rd., Ste. 100 • St. Louis, MO 63144

www.treesfortroops.org • e: info@treesfortroops.org

p: (314) 416-2245 • f: (314) 845-1891

Giving that Makes a Difference to our Troops

“My very grateful family wanted to let you know that your beautiful trees made their way down to Savannah, Georgia! Specifically, to Hunter Army Airfield. A beautiful base tucked into a beautiful city. These trees are given away to families of soldiers from E-1 to E-6. Every year this program is very meaningful, but it especially means a lot this year with all that’s gone on in the world and with our economy. You’ve made so many people smile today.”

-The Hobbs family

“We are so grateful for the beautiful tree we received! We can’t thank everyone enough for their generosity and for keeping us all in your thoughts! Merry Christmas!”

-Brittney, Ft. Rucker, AL

“We greatly appreciate all that you and your team do to help provide joy during the holiday season to our Warfighters and their families. The Trees for Troops Program is something our installations look forward to every year and we are thankful that, despite a lesser amount of trees, you were able to continue to provide support through these challenging times.”

-Sheila Anderson, Assistant Operations Officer, AFSVC Marketing



2022 Sponsorship Opportunities

\$25,000 – Gold Sponsor Level

- Custom-built sponsor package
- Co-branding opportunities at Trees for Troops Weekend Event(s)
- Non-exclusive license to use Trees for Troops name and logo in product/service marketing
- Media mentions
- Consumer awareness
- Social media spotlight including a livestream interview on T4T platforms
- Acknowledgement in donor messages
- Logo and recognition on Trees for Troops website and tree tags (Aug 5 deadline)

\$15,000 – Silver Sponsor Level

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\$5,000 – Bronze Sponsor Level

- Non-exclusive license to use “Proud Supporter” in your marketing materials and retail location
- Acknowledgement in donor messages
- Logo and recognition on Trees for Troops website and tree tags (Aug 5 deadline)
- Let your customers know you support a cause they care about
- Social media post

\$2,500 – Spirit Sponsor Level

- Logo and recognition on Trees for Troops website and media kits
- Let your customers know you support a cause they care about
- Social media post

Note: sponsorships received after some materials have been printed may have some benefits excluded.



Sponsorship Agreement 2022

2650 S. Hanley Rd., Suite 100
St. Louis, MO 63144 USA
Phone: (314) 416-2245
Fax: (314) 845-1891
www.treesfortroops.org
info@treesfortroops.org

Please complete and fax, mail or email to:

Christmas Spirit Foundation
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St. Louis, MO 63144
Phone: (314) 416-2245
Fax: (314) 845-1891
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Please Type or Print Clearly

Contact _____

Company _____

Address _____

City, State, Zip Code _____

Phone & Fax _____

Email _____

Website _____

Select your Sponsorship Level

- \$25,000 – Gold Sponsor Level
- \$15,000 – Silver Sponsor Level
- \$5,000 – Bronze Sponsor Level
- \$2,500 – Spirit Sponsor Level
- Other _____

Method of Payment

- Check Enclosed (made payable to Christmas Spirit Foundation)
- MasterCard Visa Discover AmEx

Credit Card Number _____

Expiration Date _____

CVV code _____

Billing Zip Code _____

Amount to Charge _____

Signature _____

Scheduling and Terms of Sponsorships

Rates are based on pre-payment and payment must accompany commitment form when submitted. Payment is accepted by check to “Christmas Spirit Foundation” or by credit card. Christmas Spirit Foundation reserves the right to refuse sponsorships. By submitting this order, the above-named company/organization authorizes Christmas Spirit Foundation to reserve the sponsorship and agrees to pay the price indicated and submit the copy in the requested format and schedule.

- Tags are typically printed in early August, so agreements need to be in place prior to be included.