



2019 U.S. Capitol Christmas Tree Sponsorship Opportunities



The Carson National Forest in partnership with non-profit partner Choose Outdoors are proud to bring the U.S. Capitol Christmas Tree from New Mexico to Washington D.C. for the 2019 holiday season. The program is made possible thanks to the generous support of local and national partners, and we invite you to take part in telling the story of the Carson, the state of New Mexico, and the tree's journey to the U.S. Capitol in 2019. General sponsorship opportunities are outlined below. We are happy to customize sponsorships to meet your organization's goals and objectives.

Presenting (\$100,000)

- Recognition as presenting sponsor of 2019 program, including primary logo and/or name placement on all 2019 materials such as the website, truck banner, media relations, social media and special event opportunities (as applicable).
- Presenting sponsor of the Congressional Reception in Washington D.C. (Dec. 2019)
- Feature on company on the U.S. Capitol Christmas Tree website plus five organization-related social media posts
- Eight invitations to all tree lighting festivities in Washington D.C. taking place in December 2019, which may include the Tree Lighting Ceremony on the West Lawn, Congressional Reception, U.S.D.A. Secretary's Reception, and Sponsor Recognition event
- Press release template announcing partnership

***Presenting sponsor level may be reached in part with trade/in-kind support; must include at least 50% cash.*

Turquoise (\$50,000)

- Large company logo on 2019 U.S. Capitol Christmas Tree truck banner
- Company logo placement on all pages of the U.S. Capitol Christmas Tree website
- Feature on company on the U.S. Capitol Christmas Tree website plus four organization-related social media posts
- Six invitations to all tree lighting festivities in Washington D.C. taking place in December 2019, which may include the Tree Lighting Ceremony on the West Lawn, Congressional Reception, U.S.D.A. Secretary's Reception, and Sponsor Recognition event
- Press release template announcing partnership

Opal (\$25,000)

- Medium company logo on 2019 U.S. Capitol Christmas Tree banner
- Company logo placement on all pages of the U.S. Capitol Christmas Tree website
- Feature on company on the U.S. Capitol Christmas Tree website plus three organization-related social media posts
- Four invitations to all tree lighting festivities in Washington D.C. taking place in December 2019, which may include the Tree Lighting Ceremony on the West Lawn, Congressional Reception, U.S.D.A. Secretary's Reception, and Sponsor Recognition event
- Press release template announcing partnership

Amethyst (\$10,000)

- Small logo on 2019 U.S. Capitol Christmas Tree banner
- Company logo placement on all pages of the U.S. Capitol Christmas Tree website
- Two social media posts
- Two invitations to all tree lighting festivities in Washington D.C. taking place in December 2019, which may include the Tree Lighting Ceremony on the West Lawn, Congressional Reception, U.S.D.A. Secretary's Reception, and Sponsor Recognition event
- Press release template announcing partnership

CONTACT:

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***Thank you for your
consideration!***

Jasper (\$5,000)

- Company name on 2019 truck banner
- Company logo on all pages of the U.S. Capitol Christmas Tree website
- One invitation to participate in 2019 U.S. Capitol Christmas Tree events in Washington D.C.
- Press release template announcing partnership

Peridot (\$1,000)

- Company name on 2019 truck banner
- Company logo on the sponsor page of the U.S. Capitol Christmas Tree website
- Official commemorative 2019 Capitol Christmas Tree ornament

Azurite (\$100-\$500)

- Company name on 2019 truck banner
- Company name on the sponsor page of the U.S. Capitol Christmas Tree website