

# 2025 U.S. CAPITOL CHRISTMAS TREE

**T**HE U.S. Capitol Christmas Tree initiative is a 55-year tradition in which one of America's 154 national forests provides a tree for the West Lawn of the U.S. Capitol for the holiday season. The project is made possible with support from partners including the Society of American Foresters (SAF), along with contributions from companies and volunteers across America. The Humboldt-Toiyabe National Forest, in partnership with non-profit partner Society of American Foresters, is proud to bring the U.S. Capitol Christmas Tree from Nevada to Washington, DC for the 2025 holiday season.

## History

The tradition of the U.S. Capitol Christmas Tree, or "The People's Tree," began in 1964 when Speaker of the U.S. House of Representatives John W. McCormack (D-MA) placed a live Christmas tree on the Capitol lawn. This tree lived three years before succumbing to wind and root damage. In 1970, the Capitol Architect asked the USDA Forest Service to provide a Christmas tree. Since then, a different national forest has been chosen each year to provide The People's Tree, which includes a public engagement campaign to create connections and celebrate our national forests.

## About

The process of providing the U.S. Capitol Christmas Tree is a year-long undertaking. Among other things, it includes the selection of The People's Tree; providing companion trees for offices throughout Washington, DC; partnership with local and state groups in the creation of thousands of ornaments that celebrate the state's cultural history and people, landscapes, natural resources, and fish and wildlife; public events during the transportation of the tree to Washington, DC; and multiple receptions surrounding the tree lighting. The project is made possible thanks to large and small companies and volunteers locally and across America who provide the valuable support of time and resources.

## Ways to Get Involved

### Sponsor the Program

The U.S. Capitol Christmas Tree program is possible thanks to the generous support of sponsors and partners providing both cash and in-kind contributions, both large and small. *See the following page for more information on sponsorship opportunities.*

### Host an Event

The U.S. Capitol Christmas Tree program is a year-long celebration. Local communities are invited to get creative and to host holiday-themed events throughout the year, such as ornament-making gatherings, summer celebrations, ugly sweater parties, fundraisers to help send youth to the Capitol to take part in the lighting festivities, and more. Ideas are welcome!

### Participate in an Event

The program begins with the tree harvest in November, followed by events in Nevada. The tree will then be brought across the United States and make its way to Washington, D.C. Once the tour schedule is announced, communities will be invited to help plan local celebrations.

### Make an Ornament

Handmade ornaments representing the state of Nevada will be collected to appear on the U.S. Capitol Christmas Tree in addition to companion trees in offices throughout Washington, D.C. Special ornament-making opportunities will take place throughout the year, and residents will be asked to create ornaments as a part of the year-long celebration. Details are available at [USCapitolChristmasTree.com](http://USCapitolChristmasTree.com).

### Connect with Us

Follow and like the story throughout the year online at [USCapitolChristmastree.com](http://USCapitolChristmastree.com) and on Facebook and Instagram: [@USCapitolChristmasTree](https://www.instagram.com/USCapitolChristmasTree)

*Like and share the content throughout the year. Share your photos with us!*






















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AMERICAN  
FORESTERS**



## Sponsorship Opportunities

The U.S. Capitol Christmas Tree program is made possible thanks to the generous support of local and national partners. We invite you to take part in telling the story of the Humboldt-Toiyabe National Forest, the state of Nevada, and the tree's journey to the U.S. Capitol in 2025. General sponsorship opportunities are outlined below. We are happy to customize sponsorships to meet your organization's goals.

	Presenting (\$100,000)	Diamond (\$75,000)	Gold (\$50,000)	Silver (\$25,000)	Bronze (\$10,000)	Partner (\$5,000)	Supporter (\$1,000)	Friend (\$100-500)
Company logo on U.S. Capitol Christmas Tree truck banner + signage	primary placement	large logo	large logo	medium logo	small logo	name on banner	name on banner	name on banner
Company logo on all pages of U.S. Capitol Christmas Tree website	primary placement						logo on sponsor page	name on sponsor page
Company partnership post on U.S. Capitol Christmas Tree website	media release	media release						
Company-related social media posts	4 or more posts	4 or more posts	2 or more posts	2 posts	1 post			
Invitations to all 2025 tree-lighting festivities in Washington, DC	10 invitations	8 invitations	6 invitations	4 invitations	2 invitations			
Press release templates for announcing partnership								
Official 2025 ornament and pins								

## Sponsorship Considerations

Sponsorship levels apply to both cash and in-kind contributions, ensuring flexibility for organizations to support the program in ways that align with their resources and capabilities.

Presenting Sponsor will receive recognition as the presenting sponsor of the 2025 program via media relations, social media, and through special event opportunities, including recognition as the presenting sponsor of the U.S. Capitol Christmas Tree Lighting Reception in Washington, D.C. during tree lighting week. *Presenting sponsor option already claimed for 2025.*

The media release will be an online announcement of the partnership featured on the U.S. Capitol Christmas Tree website's blog section celebrating the partnership of the Sponsor with the project. The sponsor will be provided a media release template, and is responsible for providing necessary quotes and copy to complete it, and delivering

it to SAF for use in publication. If needed, SAF can provide guidance or assistance with content creation, subject to discussion and capacity.

All sponsors \$5,000 and more will receive a press release template for use by the sponsor to announce their partnership with the project to local media, on the sponsor's website and social media platforms, and however else desired by the sponsor.

Social media recognition includes posts on the U.S. Capitol Christmas Tree's Facebook and Instagram accounts. One post will be dedicated towards celebrating the Sponsor's partnership commitments. For the remainder of social media posts, Sponsors are encouraged to provide pre-drafted content (e.g., text, images, videos) to be shared on these platforms. If the sponsor is unable to create content, SAF's Communications team may assist with copy creation, subject to discussion and capacity.

*Note: SAF will be facilitating all sponsor participating agreements.*

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