

# Sponsor the Liberty Tree Program

Bankers Advertising Company, through their national sales force, has joined with American Forests and the VFW to launch a campaign to plant one tree for each active duty member of the U.S. Armed Forces. Every member of the Armed Forces will receive a certificate acknowledging the planting of their tree and a letter thanking them for their service to our country. The environmental impact of this tree planting effort will be substantial, helping to preserve the future for those who protect ours. Local businesses will be able to purchase a package to promote the program.

**Honor Our Armed Forces**

AMERICAN  
FORESTS



**Plant a Liberty Tree - \$2**

## Each package includes

- An acrylic contribution container with a full-color program flyer
- 100 Plant A Tree static decals (one is given to each \$2.00 contributor)
- A poster for display and the signature of each \$2.00 contributor
- A pen for signing the poster
- Five buttons for employees to wear to promote the program
- A 2-way window decal that promotes the program
- Preaddressed envelopes to mail contributions to American Forests (they plant the trees)
- A mailing tube to send the signed poster to the VFW (they will forward to a military installation for display)
- A press release template for the purchaser to use in announcing their program sponsorship in the local newspaper
- A thank you letter to the purchaser for supporting this program
- Contributors can download a thank you certificate at [www.libertyforests.org](http://www.libertyforests.org) (the decal includes instructions)



## Who should you contact?

Anyone with a storefront is a prospect for this program. Banks and other retail stores with several teller stations or check-outs might be good prospects for multiple packages. Clubs or any organization with walk-in business are prospects for this important program. The purchase price of each package includes the planting of two trees for the sponsor.

There are several important benefits to the purchaser. They include:

- They represent themselves as a good corporate and community citizen for supporting this very worthwhile project
- They show their support for rebuilding American forests
- They show the community their commitment to improve the environment by planting trees
- The program can build store traffic. Contributors will tell others who will want to participate

## Where you come in

The package will sell for \$87.75(A). Contact area retailers, clubs, or any business with a storefront. Explain the program and the package. Orders for less than three packages must be sold check with order, (just add the appropriate sales tax) and the freight is prepaid. Orders for three packages or more can be sold on open account. Orders sold on open account will have tax added to the invoice. Remember, part of the proceeds from each package go toward planting two trees. The business displays the collection container in a prominent location. Each \$2.00 contribution plants one tree, each contributor will then receive a static decal they can display in their home or auto, and the opportunity to sign a poster that, once completed, will be sent to a military installation for display. Somewhere in the world, an active duty service person will receive confirmation of the tree planted in their honor.

**WE NEED YOUR COMMITMENT AND SUPPORT.** If every Bankers sales person sells 20 packages, 300,000+ trees will be planted and 300,000+ service men and women will be recognized. What better way to honor active members of the armed services.

## What you need to know

Trees will be planted by American Forests in one of four Liberty Tree forests. It is not possible for the contributor to designate a tree be planted for a specific individual, however the donor can go to [www.libertyforests.org](http://www.libertyforests.org) and download a certificate which they can send to a specific individual with a personal note. The Bankers Advertising Company sales force will be responsible for the initial kickoff of the program. A limited number of other distributors that we designate will also be offering the program through their sales force.

 **Bankers**  
**ADVERTISING**  
since 1896 COMPANY