

Back the new tradition.

For B-Corps, ESG & sustainability teams, family-brand retailers, financial services, professional firms and local businesses — from a single planting to a national activation.

A new annual British tradition. Every Easter, families plant a small blossom tree. First national weekend: 26–28 March 2027.

Easter weekend is one of the few moments of the year when employees, customers and communities are all genuinely off — and looking for something meaningful, photogenic and family-friendly to do. Easter Trees offers a low-risk, mission-aligned moment your business can be part of, scaling from local-firm sponsorship to national-retailer activation.

Founded April 2026 by Tara Button (CEO of Buy Me Once, Co-Founder of Beagle — a Certified B-Corp). Easter Trees Community Interest Company, registered no. **17188547**.

4 ways

to back this. **Sponsor at any scale** (a local planting, a region, the national launch). **Activate your team** (employee planting day). **Give trees through us** (one per employee, customer or member). **Lend skills** (legal, comms, design, mapping, photography).

WHAT WE'D ASK

- **Sponsor at any scale** — we'll match the size of your contribution to a meaningful piece of work, not a logo on a page.
- **Activate your team** — host or fund an employee planting day in spring 2027.
- **Give trees through us** — gift a tree per employee, customer, or member.
- **Lend skills** — pro-bono legal, comms, design, mapping, photography.
- **Honest scrutiny** — tell us where the model is weak before launch.

WHAT WE'D OFFER BACK

- **A founding-sponsor slot.** Year One is small, named, built together.
- **Public credit** — mission alignment, not product endorsement; we don't sell branding rights.
- **Employee planting moments** with photography, story and reach.
- **Regional demand data** for your campaigns and store-network planning.
- **Founder access** — Tara directly, not via an agency.

Honest about what we are. Easter Trees is a Community Interest Company, not a registered charity — donations aren't tax-deductible the way they would be to a charity, and we'd rather flag that upfront. We don't sell logos onto the homepage; alignment is mission-based. We won't take sponsorship from anyone whose core business sits in conflict with what Easter Trees is for. The smaller the first-year ask, the better — we're trying to build something real, not raise a war chest.

Year One roadmap

MAY – JUNE 2026	Species and sourcing standards published.
JULY 2026	Partner packs live (faith, council, corporate, eco).
SEPTEMBER 2026	Anchor sponsor conversations close. Demand data shared.
OCTOBER 2026	Activation plans confirmed; planting-day logistics set.
26 – 28 MARCH 2027	First national Easter Trees weekend.

What to do now

Book a 15-minute call: calendly.com/tarabutton/15min

Or email Tara directly: tara@eastertrees.com

Tell us your scale and which of the four routes feels right. We'll come back with a tailored proposal within a few days.