

500th Anniversary Promotional Ideas

- Host a decorating night – pick a century or mimic the Gallery of Trees model
- Hold a decorating contest, playing off the theme of 500 years of decorating
- Promote a “Return to Tradition” program where people can exchange an old fake tree and get 500 cents off a new Real Tree
- Add information and updates to your social media sites, including Facebook and Twitter
- Have a Christmas Tree “birthday” candle sale
- Make paper roses for customers to use, or host a workshop teaching them how
- Have a class or scout troop create decorations representative of the different centuries and display these on trees at your farm or gift shop
- Make and publicize plans to honor the person/family who purchases the 500th tree from you in 2010
- Get a local retail store to donate gifts to create a 500th anniversary gift basket
- Consider donating a free tree to the charity of choice of the person buying your 500th tree
- Publicize your activities in your newsletter to customers, on your website, in the local media, etc.
- Use your historical sales numbers to pre-determine the likely day that the 500th tree is sold and offer a special deal that day – or alert local news media that the sale is likely to happen around a certain day/time
- Videotape the anniversary-related activities, events or celebrations going on at your farm and post to your YouTube page and/or send to NCTA
- Purchase the 500th anniversary commemorative ornaments wholesale to sell in your gift shop.

Are you or any of your retail customers planning on having special events surrounding the 500th anniversary? If so, please e-mail us your story. We'd like to have a section of the NCTA website be a repository of all the wonderful celebrations being planned around the world. Remember, the NCTA website gets nearly 2 millions visitors per year, and that number is likely to increase in this historical season.

So regardless of the size of your event or whether it is something just for your farm/business or a collaborative effort, please e-mail a summary of your plans to info@realchristmastrees.org.