



Christmas Tree Collection

Sponsorship Proposal 2026

Welcome to St Margaret's Hospice Care

On 7 January 1980, St Margaret's Hospice Care was registered as a charity and a major fundraising drive began within the heart of the Somerset community.

St Margaret's Hospice provides compassionate and specialist care for patients, their families and their carers across Somerset facing a life-limiting illness.

St Margaret's Hospice simply couldn't survive without the support and generosity we receive from local people, businesses and groups within our community. The hospice has to raise 80% of our funds through donations and fundraising so your contribution, however big or small, makes a huge difference to the patients and families that we care for every year.

But sponsorship is not just about providing financial support. It's also about building relationships, fostering collaboration, and amplifying our message. When you sponsor St Margaret's Hospice, you become an integral part of our mission. Sponsorship helps us direct more of the fundraising income to our hospice care, and it gives local businesses a chance to promote their brand while showing their support of a locally loved cause- it's a win-win opportunity.



Headline sponsorship: £1,500

The Christmas Tree Collection takes place every January across Somerset, St Margaret's Hospice is encouraging the community to recycle their old Christmas trees in our flagship event, Christmas Tree Collection.

The collection is a sustainable way of disposing Christmas trees in exchange for a charitable donation to the hospice whilst engaging with our wonderful volunteers and organisation's to work together to contribute to the community.

The collection has been growing every year across Somerset, with a vision to offer Christmas tree-cycling in every postcode across the county. We co-ordinate parts of our collection with Children's Hospice South West and look forward to our 2026 collections, taking place January 9-11 2026.



Environmental Benefits



A 2M tall real Christmas tree, with no roots, has a carbon footprint of 16k CO₂e if it ends up in landfill. The tree's decompose and produce methane gas, which is 255% more potent as a greenhouse gas than carbon dioxide.

If chipped and spread in public parks, at the hospice, at farms or at schools, it will significantly reduce the carbon footprint by up to 80% (around 3.5kg CO₂e).



Sponsor Benefits

- A welcome post on social media on the lead up to the event and a thank you post following the event
- Inclusion in press coverage during the promotion of the event
- Use of our logo for 12 months from the date the event is launched
- Feature on our [corporate sponsor page](#) to link through to your website
- Direct pre and post- event support from our Corporate Partnerships Fundraiser
- A comprehensive post- event report including attendance and income statistics and promotional reach
- Your company branding at the event- including pull up banners or feather flags (sponsor to provide), logos on vans (if your own vans)
- Right of first refusal to sponsor the Christmas Tree collection 2027 if we run this campaign again

Your company logo on:

- Promotional posters, flyers and banners, on display within the community
- Posters in our 31 shops across the whole of Somerset, promotion across both of our hospice sites
- St Margaret's Hospice website and event bookings page Just Helping
- Presence of branding on the day
- All participant stewardship emails



Your opportunities

- Employee team building opportunities, volunteer to collect trees as a team or help at one of our drop-off with refreshments
- Tell your customers - use your own database and marketing to tell everyone about the event and your support of us. Grow customer loyalty and potentially attract new business
- An opportunity to create your own noise. Share press releases talking about why you are sponsoring the event and the difference it makes
- Issue press releases talking about why you are sponsoring the event and the difference you are making



By becoming a Corporate Partner you demonstrate your commitment to helping us continue providing end of life care for patients, their families and their carers throughout our community. At the same time your partnership with St Margaret's makes a strong and positive statement about the values that underpin your organisation, and its approach to corporate social responsibility.



Last Year's Materials

CHARITY CHRISTMAS TREE COLLECTION

11 - 15 January

Book your collection:
www.just-helping.org.uk/register-tree



Road banners



A5 flyers and A4 poster



A1 Correx boards



**St Margaret's
Hospice Care**



Thank you for taking the time to consider our proposal

Please contact our Corporate Partnerships Fundraiser, Michelle Long for further information;
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Registered charity number: 279473