# White House Easter Egg Roll Presented With Corporate Sponsorship

The purity of the White House's Easter Egg Roll is no more, as this year's annual event was heavy on corporate sponsorship.

Big tech firms including Alphabet, Amazon, and Meta were among the numerous companies sponsoring activities on the White House grounds Monday morning.

Amazon sponsored the "Reading Nook," Meta was involved with the "AI-Powered Experience and Photo Opportunity," and Alphabet's YouTube sponsored the "Bunny Hop Stage."

Big tech has had a close relationship with the administration of President Donald Trump since the start of the second term.

Senior leadership including Alphabet's Sundar Pichai, Amazon's Jeff Bezos, and Meta's Mark Zuckerberg were present at Trump's inauguration in January.

And Alphabet, Amazon, and Meta have also scaled back their diversity, equity, and inclusion initiatives in recent months, in line with the administration's policies.

The White House announced that American egg farmers, through the American Egg Board, donated 30,000 real small and midsized hard-boiled eggs that were used during the South Lawn festivities. The American Egg Board was also one of the event's sponsors, covering two activities: the "Garden Café for Tasty Treats" and the "Hen to Home Activity."

The Easter Egg Roll tradition at the White House dates back to

1878. It was privately funded and had stayed free from corporate sponsorship until this year.

CNN reported in March that the cost of sponsorship of the Easter Egg Roll ranged from $75,000 to $200,000, with the White House offering logo and branding opportunities in return.

CNN added that sponsorship proceeds will go toward the White House Historical Association, a nonprofit organization that preserves the White House’s history.

Recommended videos
https://www.adweek.com/brand-marketing/white-house-easter-egg-roll-presented-with-corporate-sponsorship/