Join in store today

ALL FIELDS REQUIRED TO PROCESS APPLICATION.
PREFER TO JOIN ONLINE? VISIT HALLMARK.COM/KOC

☐ NEW MEMBER ☐ CURRENT MEMBER

MEMBER NUMBER IF RENEWING

FIRST NAME LAST NAME

EMAIL ADDRESS

STREET ADDRESS WHERE YOU'D LIKE YOUR DREAM BOX AND OTHER MAILINGS SENT

APT. NUMBER/P.O. BOX CITY

STATE ZIP/POSTAL CODE

PHONE NUMBER WITH AREA CODE BIRTHDAY MM/DD

CROWN REWARDS NUMBER ☐ NEW TO CR

☐ SHIP MY DREAM BOX TO THE ADDRESS ABOVE

☐ SHIP MY DREAM BOX TO THIS STORE SELECT STORES ONLY

STORE USE ONLY

HALLMARK STORE NAME HALLMARK ACCOUNT NUMBER

2027 APPLICATION: 2027 Hallmark Keepsake Ornament Club (KOC) enrollment is open from 11/4/2026–7/31/2027 unless sold out prior. Memberships are valid from the signup date through 12/31/2027. **Taxes:** For applications submitted online, in store or by phone, applicable state and local taxes may apply. Annual membership fee is non-refundable. Limit one (1) KOC membership per year per person. No more than one (1) membership may be associated with a particular email address or with a particular Crown Rewards number. Annual membership fee is non-transferable. **Dream Box:** The Dream Box special gift begins shipping on or around 4/9/2027. Enroll by 1/15/2027 to be included in the first shipment of Dream Boxes. **Email:** Email is required for membership processing. By providing your email address, you consent to receive email communications from Hallmark and its companies. If you opt out of email communications at a later date, you will not receive full KOC membership benefits, such as the For Keeps email newsletter. **Crown Rewards:** KOC membership includes enrollment in Hallmark Crown Rewards program. For terms and conditions, visit Hallmark.com/CrownRewards. Valid in the U.S. only. **Full terms:** For KOC membership terms and conditions, visit Hallmark.com/keepsake-ornament-club-terms-and-conditions/. For the Hallmark privacy statement, go to Hallmark.com/Privacy or call 1-800-HALLMARK (1-800-425-5627). **Consumer Privacy notice for California Residents:** The Privacy Notice for California Residents governs the collection of your personal information and is contained in Hallmark's current privacy policy available at Hallmark.com/Privacy.

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2027



ANNUAL MEMBERSHIP GIFT

The joy begins when you open this year's Dream Box full of gifts created just for you.

2027 *Dream Book*
3 club-exclusive ornaments
$5 off $10 coupon
And more surprises!

Dream Boxes begin shipping in April. Join by January 15, 2027, to be one of the first to receive your *Dream Book* and Dream Box!

The Keepsake Ornament Club rewards what you already love!

Big on traditions? Obsessed with ornaments? Always in the holiday spirit? You're one of us.

Join now for exclusive rewards, members-only perks and holiday cheer 365 days a year.

OUR GIFT TO YOU

- Annual Dream Box membership gift

SAVINGS AND OFFERS

- Up to $30 in coupons throughout the year
- Opportunities to earn big Crown Rewards Bonus Points

EXCLUSIVE ACCESS

- Early Shopping at ornament release events
- Insider info and sneak peeks
- Access to club-exclusive ornaments
- Members-only Facebook group

Complete benefit details inside.

KEEPSAKE ORNAMENT CLUB

CELEBRATING *40* YEARS

Join in on more holiday happiness



2027 ANNUAL MEMBERSHIP

Only $49.99 for a year of rewards

JOIN ONLINE / IN STORE

Application inside or at Hallmark.com/koc

Love ornaments? You'll love the perks!

Get a year full of benefits for just $49.99 plus tax.

Details on application. Enrollment is open November 4, 2026–July 31, 2027.

Scan to join online or use the included application
▶ **Hallmark.com/koc**



UP TO $30 IN COUPONS

Receive coupons throughout the year to use on Keepsake Ornaments or anything else you like both in store and online.

MEMBER EXCLUSIVE ORNAMENTS

As a 2027 club member, you'll have access to these ornaments created exclusively for the club.



Christmas Window 2027
25th in the series. By Iman Zadrozny. Available in JULY

Resplendent Quetzal
By Emma Leturgez-Smith. Available in JULY

Vintage Greetings
4th in the series. By Matt Johnson. Available in OCTOBER

'Tis the Season!
Attaches to a light string. Available in OCTOBER

CROWN REWARDS

MORE BONUS POINTS

Ornament release events are even more rewarding for club members. You'll be able to earn more Bonus Points with your ornament purchases–just what you deserve!

EARLY EVENT SHOPPING

Only club members can shop ornament release events ONE DAY EARLY. That means you'll get first dibs on new ornaments, including our special limited-quantity ornaments.

Early Shopping at participating stores.

GO BEHIND THE SCENES

Look for quarterly issues of *For Keeps*, plus monthly email newsletters filled with sneak peeks, artist interviews and more. And don't forget to join our exclusive Facebook group, where you can find bonus content and connect with the artists and ornament-lovers like yourself!