



Benefits of Corporate Sponsorship

Corporate sponsorships of the Tree Fund's special events are designed to give your company public exposure along with opportunities to reach target customers. Your company's name and/or logo will be seen and recognized by people across the nation. Sponsorship of a TREE Fund Special Event is an excellent investment toward reaching your company's marketing objectives. You will expand your reach by targeting our audience of more than two million people and influencing the 13,600 tree care industry professionals that will participate in and be exposed to the TREE Fund's special events.

Funding tree research and education is how we will realize our vision of healthy trees where we live, work and play.

- Our mission is to identify and fund projects and programs that advance knowledge in the field of arboriculture and urban forestry to benefit people, trees, and the environment.
- Arboricultural research and education are the means through which we can ensure healthy trees in our communities for future generations.
- The TREE Fund is a non-profit organization and the leading non-governmental source of research and education funding for research projects and scholarships in areas related to arboriculture (tree care and maintenance) and urban forestry.

Sponsorship Opportunities: Special Events 2009

Tour des Trees

The Tour des Trees is the TREE Fund's signature fundraising and public awareness event. Its purpose is twofold:

- To raise money to support the research and education projects and programs funded by the Endowment
- To inform the public through educational programs and media events about the very real need to maintain and care for our urban trees.

The 2009 Tour des Trees 6-day, 500-plus mile cycling excursion will launch from New York City's Central Park on Sunday, July 19, 2009 and travel through New England, concluding with a grand entrance into Providence, RI's Roger Williams Park Saturday, July 25th at the International Society of Arboriculture's Summer Conference Field Days event.

Raise Your Hand for Research Gala Auction

The TREE Fund's Raise Your Hand for Research Gala Auction is a fundraiser in two parts:

- The Gala Auction: Doors open at 5:30 pm Monday, July 27, 2009, at Providence, RI's Westin Providence Hotel for a fun, fast-paced and exciting event featuring one of the east coast's finest professional auctioneers and a wide array of travel packages, artwork, fine handcrafted items and one-of-a-kind treasures offered for live and silent bidding.
- The Online Auction jump-starts the excitement, with 4 weeks of electronic bidding preceding the Gala. Weekly updates via email ensure maximum exposure for TREE Fund Sponsors, Partners and Auction Sponsors.



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Sponsorship Opportunities

TREE Fund • Special Events

TREE Fund Sponsorship Opportunities & Benefits

	TdT Naming Sponsor \$100,000	TREE Fund Crown Sponsor \$50,000	TREE Fund Partner \$25,000	Platinum Leaf Sponsor \$15,000	Gold Leaf Sponsor \$10,000	Silver Leaf Sponsor \$5,000	Bronze Leaf Sponsor \$2,500
Name/Logo in all TREE Fund advertising							
Name/Logo in all Special Event advertising, print materials, TdT apparel							
Recognition in Special Event Media Releases	AE	AE	AE	SE			
Photo-Op / Recognition/at Special Event	AE	AE	AE	SE	SE		
Name/Logo in pre-event Special Event advertising	AE	AE	AE	SE	SE	SE	
Name/Logo in ISA Conference materials	AE	AE	AE	SE	SE	SE	
Name/Logo in Special Event signage, banners, print materials, apparel	AE	AE	AE	SE	SE	SE	NS
Name/Logo in post-event Special Event advertising	AE	AE	AE	SE	SE	SE	NS
Logo/Link on TREE Fund and Event websites	AE	AE	AE	SE	SE	SE	NS

AE=All Events • SE=Sponsored Events Only • NS=Name Only / Sponsored Event Only



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Sponsorship Opportunities TREE Fund • Special Events

Tour des Trees Naming Sponsor Benefits \$100,000 *(\$50,000 plus \$50,000 in-kind media support/public relations)*

Your company name becomes part of the Tour des Trees signature for the duration of your sponsorship in:

- **all TREE Fund advertisements** placed in all industry publications for the fiscal year,
- **all TREE Fund special events advertisements, media releases, and print materials** including all signage, posters, banners, brochures, event booklets, and apparel (Tour des Trees event only) for the fiscal year,
- **all TREE Fund inclusions in the International Society of Arboriculture's Annual Conference Registration and Program Materials,**
- **TREE Fund and Tour des Trees websites' Welcome and Sponsor pages,** including a direct link to your corporate website.
- **Receive first choice of logo placement on front and back panels of our 2009 official cyclist jerseys and jackets, and rider and support crew t-shirts.**
 - Corporate colors may be incorporated into official apparel design if desired.
- **In-kind Media/PR Support includes (but not limited to):**
 - **Assume leadership role for media relations for the Tour des Trees**
 - Singular opportunity to promote your corporate message to this market and incorporate the Tour des Trees into your corporate brand
 - **Design and Implement Public Relations Materials/Campaign** in cooperation with TREE Fund communications staff/volunteers
 - **Provide technical support** to TREE Fund communications staff/volunteers

TREE Fund Crown Sponsor Benefits \$50,000

Recognition as a TREE Fund Crown Sponsor and premier placement of corporate logo in:

- **all TREE Fund advertisements** placed in all industry publications for the fiscal year,
- **all TREE Fund special events advertisements, media releases, and print materials** including all signage, posters, banners, brochures, event booklets, and apparel (Tour des Trees only) for the fiscal year,
- **all TREE Fund inclusions in the International Society of Arboriculture's Annual Conference Registration and Program Materials,**
- **TREE Fund, Tour des Trees and Raise Your Hand for Research Auction websites' Welcome and Sponsor pages,** including a direct link to your corporate website.



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Sponsorship Opportunities TREE Fund • Special Events

TREE Fund Partner Benefits

\$25,000

Recognition as a TREE Fund Partner and premier placement of corporate logo in:

- **all TREE Fund advertisements** placed in all industry publications for the fiscal year,
- **all TREE Fund special events advertisements, media releases, and print materials** including all signage, posters, banners, brochures, event booklets, and apparel (Tour des Trees only) for the fiscal year,
- **all TREE Fund inclusions in the International Society of Arboriculture's Annual Conference Registration and Program Materials,**
- **TREE Fund, Tour des Trees and Raise Your Hand for Research Auction websites' Welcome and Sponsor pages,** including a direct link to your corporate website.

Additional Naming Sponsor, Crown Sponsor & TREE Fund Partner Benefits:

Tour des Trees:

- **Recognition at:**
 - **all tree planting and community outreach events**
 - **all meals and snack stops** held during the Tour
- **opportunities for photographs with the riders** during any one of the outreach events.
- **premier placement of your logo on front and back panels of our 2009 official cyclist jerseys and jackets, and back panel of rider and support crew t-shirts.**
- **premier placement of your logo on all Tour vans and support vehicles.**
- **premier placement of your logo on the Tour des Trees event banners** that will be displayed at:
 - **each media and community outreach event** along the route,
 - **ISA's Field Day event in Providence, Ri,**
 - **TREE Fund exhibit booths at ISA and TCIA trade shows.**

Raise Your Hand for Research Gala Auction:

- **premier placement of your corporate logo on our Online Auction Website,** including a link to your website. Weekly updates and invitations to bid, sent via email, create multiple opportunities for exposure.
- **premier placement of your corporate logo on the TREE Fund website's Raise Your Hand for Research Gala Auction event page** including a direct link to your corporate website.



- **recognition during the Raise Your Hand for Research Gala Auction program** with an opportunity to speak during the welcome as well as opportunities for event photographs.

Sponsorship Benefits by Level & Event

Platinum Leaf Sponsor

\$15,000

Platinum Leaf Sponsorship benefits: Choose one Special Event:

Tour des Trees

- **Platinum Sponsorship recognition at:**
 - **all tree planting and community outreach events**
 - **all meals and snack stops** held during the Tour
- **opportunities for photographs with the riders** during any one outreach event.
- **recognition in all media releases, advertising, and Tour des Trees promotional materials published in ISA Conference registration and program literature.**
- **prominent placement of your corporate logo on our TREE Fund and Tour des Trees Websites, including a link to your website.**
- **prominent placement of your logo on front and back panels of our 2009 official cyclist jerseys and jackets, and back panel of rider and support crew t-shirts.**
- **prominent placement of your logo on all Tour vans and support vehicles.**
- **prominent placement of your logo on the Tour des Trees event banners that will be displayed at:**
 - **each media and community outreach event** along the route,
 - **ISA's Field Day event in Providence, RI,**
 - **TREE Fund exhibit booths at ISA and TCIA trade shows.**

Raise Your Hand for Research Gala Auction

- **Platinum Sponsorship recognition in all Auction-related media releases, advertising, and promotional materials published in ISA Conference registration and program literature, and all print materials at the event, including signage, posters, auction catalogs, and table tents.**
- **prominent placement of your corporate logo on our Online Auction Website, including a link to your website. Weekly updates and invitations to bid, sent via email, create multiple opportunities for exposure.**
- **prominent placement of your corporate logo on the TREE Fund website's Raise Your Hand for Research Gala Auction event page** including a direct link to your corporate website.
- **recognition during the Raise Your Hand for Research Gala Auction program** with an opportunity to speak during the welcome as well as opportunities for event photographs.



Sponsorship Benefits by Level & Event

Gold Leaf Sponsor

\$10,000

Gold Leaf Sponsorship benefits: Choose one Special Event:

Tour des Trees

- **Recognition as the featured Gold Leaf Sponsor at your choice of one Tour des Trees participants' banquet, including a photo opportunity with Tour riders and support crew.**
- **recognition in all media releases, advertising and Tour des Trees promotional materials published in ISA Conference registration and program literature.**
- **placement of your corporate logo on our TREE Fund and Tour des Trees Websites, including a link to your website.**
- **placement of your logo on the middle back panel of our 2009 official cyclist jerseys and jackets, and rider and support crew t-shirts.**
- **placement of your logo on all Tour vans and support vehicles.**
- **placement of your logo on the Tour des Trees event banners that will be displayed at:**
 - **each media and community outreach event along the route,**
 - **ISA's Field Day event in Providence, RI,**
 - **TREE Fund exhibit booths at ISA and TCIA trade shows.**

Raise Your Hand for Research Gala Auction

- **Gold Leaf Sponsorship recognition in all Auction-related media releases, advertising, and promotional materials published in ISA Conference registration and program literature, and all print materials at the event, including signage, posters, auction catalogs, and table tents.**
- **prominent placement of your corporate logo on our Online Auction Website, including a link to your website. Weekly updates and invitations to bid, sent via email, create multiple opportunities for exposure.**
- **prominent placement of your corporate logo on the TREE Fund website's Raise Your Hand for Research Gala Auction event page including a direct link to your corporate website.**
- **recognition during the Raise Your Hand for Research Gala Auction program with an opportunity to speak during the welcome as well as opportunities for event photographs.**



Sponsorship Benefits by Level & Event

Silver Leaf Sponsor

\$ 5,000

*Silver Leaf Sponsorship benefits:
Choose one Special Event:*

Tour des Trees

- recognition with other Silver Leaf sponsors at all rider lunch breaks during the Tour.
- Recognition in all Tour des Trees advertising during and after the event.
- placement of your corporate logo on our TREE Fund and Tour des Trees Websites, including a link to your website.
- placement of your logo on the lower back panel of our 2009 official cyclist jerseys and jackets, and rider and support crew t-shirts.
- placement of your logo on the TREE Fund's Tour des Trees event banners that will be displayed at:
 - each media and community outreach event along the route.
 - ISA's Field Day event in Providence, RI
 - TREE Fund exhibit booths at ISA and TCIA trade shows.

Raise Your Hand for Research Gala Auction

- Silver Leaf Sponsorship recognition in all Auction-related media releases, advertising and promotional materials published in ISA Conference registration and program literature, and all print materials at the event, including signage, posters, auction catalogs, and table tents.
- placement of your corporate logo on our Online Auction Website, including a link to your website. Weekly updates and invitations to bid, sent via email, create multiple opportunities for exposure.
- placement of your corporate logo on the TREE Fund website's Raise Your Hand for Research Gala Auction event page including a direct link to your corporate website.



Sponsorship Benefits by Level & Event

Bronze Leaf Sponsor

\$ 2,500

Bronze Leaf Sponsorship benefits: Choose one Special Event:

Tour des Trees

- recognition with other Bronze Leaf sponsors at all rider refreshment breaks during the Tour.
- inclusion of your company's name in all Tour des Trees advertising published after the event.
- inclusion of your company's name on our TREE Fund and Tour des Trees Websites, including a link to your website.
- placement of your logo on the lower back panel of our 2009 official cyclist jerseys and jackets, and rider and support crew t-shirts.
- inclusion of your company's name on the Tour des Trees event banners that will be displayed at:
 - each media and community outreach event along the route,
 - ISA's Field Day event in Providence, RI,
 - TREE Fund exhibit booths at ISA and TCIA trade shows.

-OR-

Raise Your Hand for Research Gala Auction

- inclusion of your company's name in all Auction-related advertising published after the event.
- inclusion of your company's name in select print materials at the event, including posters and auction catalogs.
- inclusion of your company's name on our Online Auction Website, including a link to your website. Weekly updates and invitations to bid, sent via email, create multiple opportunities for exposure.
- inclusion of your company's name on the TREE Fund website's Raise Your Hand for Research Gala Auction event page including a link to your website.



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Sponsorship Opportunities TREE Fund • Special Events

Partnership/Sponsorship Response for 2009

Name of Business: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ e-mail address: _____

Contact Name: _____

YES! I would like to be a:

- Tour des Trees Naming Sponsor** (\$50,000 plus \$50,000 in-kind support)
- TREE Fund Crown Sponsor** (\$50,000) (recognition: all Special Events & throughout 2009)
- TREE Fund Partner** (\$25,000) (recognition: all Special Events and throughout 2009)

Special Event Sponsor (please choose one event and one level of sponsorship):
Event:

- The 2009 Tour des Trees
- The 2009 "Raise Your Hand for Research" Auction

Sponsorship Level:

- Platinum Leaf Sponsor (\$15,000)
- Gold Leaf Sponsor (\$10,000)
- Silver Leaf Sponsor \$5,000.00
- Bronze Leaf Sponsor for (\$2,500)

Payment Information:

- Check enclosed
- Send invoice
- Charge to VISA/MasterCard/AMEX

Card Number: _____ Expiration Date: _____ CVV Code _____

Name as Printed on Card: _____

Signature: _____ Date: _____