



Create Tree Magic with TreesCharlotte this season

Corporate sponsorship opportunities for 2020-21

Thank you for your interest in building Charlotte's Tree Canopy and making Charlotte an equitable place for all. In this sponsorship catalogue, you'll see a large variety of opportunities, from tree giveaways to school plantings to sponsored content in our Leaflet Magazine.*



Oak Sponsorships

\$20,000 investment
200-plus trees

Make a big impact on Charlotte's canopy by helping TreesCharlotte plant and/or distribute 200-plus trees, whether through a Citywide TreeStore or a major planting event. Sponsorship includes:

- Adding at least 200 trees to Charlotte
- Event naming rights (Feel the Spring TreeStore sponsored by YOUR COMPANY)
- Branding on tree guards, PVC piping that protects trees from landscaping damage for years
- Opportunity to hang two corporate banners
- Branding on all marketing materials, including e-blasts, social media posts, print communications, etc.
- Logo on handouts given at event
- Invitation to make remarks at event's start
- Unlimited volunteer slots for company employees
- Commemorative leaf at the Freedom Park Honorary Garden



**School plantings are tentative until CMS approval this summer*



2020-21 Oak Sponsorship Events

1. CITYWIDE TREESTORES: Get hundreds of free trees into the yards of Charlotteans as title sponsor of a TreesCharlotte Citywide TreeStore. These signature events draw a diverse range of residents from throughout the city eager to build our urban forest. Every “shopper” can take home up to two 7-gallon trees and two bags of mulch. Species run the gamut, from small flowering to lush evergreens to towering canopy builders. Tree species are first-come, first-served; people actually start lining up two hours early to score the tree species they want!



A Citywide Oak Sponsorship also includes the **First-Timers TreeStore**, held the Friday afternoon before the Saturday Citywide event. First-timer stores are open only to Charlotteans who have never received a tree from TreesCharlotte. It’s a terrific way to reach a new audience!

2020-21 Citywide TreeStores:

- Fall Citywide TreeStore in September to open our season
- Spring Citywide TreeStore in late March to close our season

Both will be held at TreesCharlotte headquarters, 701 Tuckaseegee Road, 28208



2. MAJOR SCHOOL PLANTINGS: When you plant a tree, you’re providing clean air, shade and beauty for future generations. School plantings give that gift to hundreds of young people at one time! How they work:

- TreesCharlotte works with Charlotte-Mecklenburg Schools about a year in advance to determine which campuses are ready for new trees.
- Together, we create a planting plan that provides shade, screening, beauty ... whatever the school would like to accomplish!
- Once a plan is developed, TreesCharlotte meets with the administration of each campus to discuss planting dates, volunteer opportunities for the school community and in the case of elementary schools, finding a Tree Champion. A Tree Champion is a school staffer whom we pay a stipend to teach a tree curriculum to the students in advance of our planting.
- On planting day, TreesCharlotte brings the trees and shovels, the city of Charlotte provides the mulch and augering and the school and community at large are tapped as volunteers. In about 2 ½ hours, tree magic is made!
- Over the next year, we will water the trees. And for years to come, we will help prune and mulch them.



2020-21 Major School Planting opportunities (pending CMS approval):

River Oaks Elementary, 1015 Mt Holly-Huntersville Road, 28214. The TreeDay we're planning for River Oaks Academy epitomizes what makes these events so special. The school's sprawling -- and fairly new -- campus has a dire need for more trees. Our proposed planting plan calls for hundreds of seven-gallon trees, with 170 of those going toward reforestation. FALL

University Meadows Elementary, 1600 Pavilion Blvd., 28262: This school in Northeast Charlotte has enormous amounts of open space with the capacity to add hundreds of shady trees. What a way to positively impact hundreds of young people for generations! DATE TBD

3. GIVE THE GIFT OF SEEDLINGS: What's not to love about a baby tree?!



Every spring as part of its education efforts, TreesCharlotte distributes thousands of seedlings throughout the Charlotte region. Every seedling is encased in a tube and beautifully wrapped with images of the seedling at full growth, instructions on how to plant and care for the tree over the years and information about TreesCharlotte and the title sponsor. There's even a neat little section on how to turn the tube into a bird feeder!

This year, all of our seedlings will be evergreens - they look terrific in the tubes because they're already green! Our biggest giveaway will be at Charlotte's annual St. Patrick's Day parade, where we'll give away several thousand in the span of about 25 minutes! The remainder will be given away at various outreach events - many of them tied to Earth Month - through March, April and May. Sponsorship covers 2,500 seedlings.



4. CHURCH PLANTING AND TREESTORE: Back Creek Presbyterian is a rare gem in Charlotte: It has acres of open space that it never plans to develop. Instead, this church just off of I-485 wants to preserve its legacy with trees, lots and lots of trees! On a Saturday this fall, we plan to plant at least 100 trees and conduct a tree giveaway for nearby residents living in the zip codes of **28213, 28262, 28269**. This is an ideal opportunity to see all of TreesCharlotte's mission in action!

4. WATERING NEIGHBORHOODS TREES: We love working with underserved communities to add the beauty and equity of a rich canopy to their community. However, many of these communities are reluctant to commit to too many trees because of the high watering costs over the course of the first year. Did you know that a freshly planted tree needs at least 5 gallons of water/week during the hot months? As a TreesCharlotte watering sponsor, your investment will help us cover these watering costs and ensure these trees thrive.





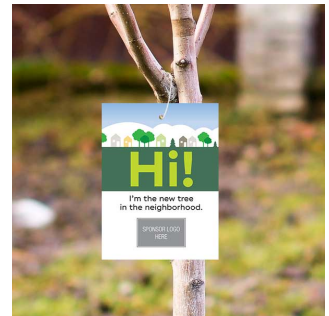
Maple Sponsorships

\$10,000 investment

75-200 trees

Help build community through trees! Neighborhood- and school-level events are the backbone of TreesCharlotte's season, and we have a huge variety on the calendar for this season. Sponsorship includes:

- Adding at least 75 trees to Charlotte
- Event naming rights (East Charlotte Zip Code TreeStore sponsored by YOUR COMPANY)
- Branding on tree tags, beautifully designed placards that share a memorable tree fact
- Opportunity to hang a corporate banner
- Branding on marketing materials, including e-blasts, social media posts, print communications, etc.
- Logo on handouts given at event
- Invitation to make remarks at event's start
- Up to 20 volunteer slots for company employees
- Commemorative leaf at the Freedom Park Honorary Garden



2020-21 Maple Sponsorship Events

1. **ZIP CODE TREESTORES:** Build the canopy strategically! Zip Code TreeStores are convenient ways for tree lovers to attend one of our TreeStores without having to travel far from home. At these popular Saturday morning events, every "shopper" can take home up to two 7-gallon trees and two bags of mulch. Species run the gamut, from small flowering to lush evergreens to towering canopy builders. This year, we are hosting 10 Zip Code TreeStores with an average distribution of 150 trees:

FALL:

- **Northeast (28213, 28262, 28269):** Back Creek Church
- **East (28205, 28212):** Hindu Center
- **South (28226, 28270, 28277):** Hemby YMCA
- **Statesville Road Corridor (28202, 28203, 28204, 28206, 28216):** Location TBD

SPRING:

- **Northeast (28262):** Camino Community Center
- **Steele Creek (28217, 28273, 28278):** Rivergate Shopping Center
- **East (28215, 28227):** Doe Creek area
- **SouthPark (28207, 28209, 28210, 28211):** Sharon Presbyterian
- **West (28208, 28214):** Whitewater Academy



2. **PLANTING DAYS:** Build the canopy in the most tree-needy communities of Charlotte! The following events get you into the heart of communities, whether it's through an orchard planting at a church, a tree giveaway to residents of a neighborhood or a planting of a CMS school. As a Maple Sponsor, select up to 2 green events or 3 blue events; planting dates are tentative:

FALL

- Back Creek Presbyterian planting – non fruit trees (28213)
- Randolph Middle School planting (28211)

SPRING

- South Mecklenburg High planting (28210)
- Whitewater Academy and Whitewater Middle (28214)



FALL

- Bread of Life Deliverance Church orchard (28213)
- Carmel Crossing neighborhood planting (28226)
- Chapel of Christ the King orchard (28206)
- Fifteenth Street Church of God orchard (28206)
- Girl Scouts Hornets Nest Council planting (28212)
- Pine Valley Park orchard (28210)
- Stowe Creek neighborhood planting and giveaway (28278)



SPRING

- Citiside neighborhood planting and giveaway (28215)
- King's Creek neighborhood planting (28273)
- Mountain Island Day School planting (28214)

Volunteer opportunities: Range depending on event, from loading trees into participants' cars to helping with planting of trees.





Evergreen Sponsorships

\$5,000 investment

As an Evergreen sponsor, you'll be helping critical parts of TreesCharlotte's mission, from education initiatives with kids to providing key content to our Leaflet magazine to providing thousands of seedlings we distribute at outreach events. Evergreen Sponsorship includes:

- Branding opportunities (platform depends on sponsored event)
- Commemorative leaf at the Freedom Park Honorary Garden (right)
- Recognition on the TreesCharlotte website and annual report as an Evergreen Sponsor



2020-21 Evergreen Opportunities

- 1. LEAFLET SPONSOR:** The Leaflet is TreesCharlotte's print and e-magazine sent to thousands of tree lovers throughout the year and filled with fascinating stories about Charlotte's iconic urban canopy. Articles range from how-to tree care tips to profiles of folks doing incredible work with the canopy to features about jaw-dropping trees in our region. Each issue ranges from 20-24 pages, with articles written in a breezy style that makes the magazine a fun and easy read. The magazine is published on card-stock quality paper three times a year: September, November and March and is sent to more than 2,600 households.

The e-Leaflet is our email newsletter sent weekly to nearly 10,000 people during the planting season (October-March) and monthly during the off-season. It features upcoming TreesCharlotte events and advice on how to care for trees.

As an Evergreen sponsor, you will have the opportunity to submit a full-page sponsored content piece or advertisement in each print Leaflet, which we'll also run on TreesCharlotte.org and promote in the e-Leaflet.



MapleWalk: An inspiring love story



- 2. TREASURE TREES SPONSOR:** Treasure Trees are Charlotte's grandest, oldest and most historic trees. A committee of arborists, representatives from the city and TreesCharlotte and tree enthusiasts has revived this defunct program, both finding original Treasure Trees and soliciting for new additions. All of this information will reside on a special web channel on TreesCharlotte.org. As an Evergreen Sponsor of the Treasure Trees program, your company can have its logo on the website channel and be named a sponsor of any Treasure Trees events, such as tree walks.



3. KIDS LOVE TREES: SPONSOR A YEAR OF TREE EDUCATION: Teach children how trees keep our bodies healthy, clean our air, purify our water, cool our summers and make life beautiful and they'll be advocates of trees for life. As our Tree Education Sponsor for the year, you'll help provide:



- Stipends for 5 Charlotte-Mecklenburg educators to serve as our Tree Champions and deliver the TreesCharlotte curriculum to school programs.
- A day of hands-on tree learning at a Title 1 elementary school on North Carolina's Arbor Day. The day will include an interactive experience from the N.C. Wildlife Federation.
- A year's worth of tree cookies. You can't eat them, but kids and grownups love decorating and wearing these cross-sections of trees.

4. CROWN TREE AWARDS SPONSOR/TREASURE TREES



The Crown Tree Awards celebrate Charlotte's amazing urban forest and the citizens who preserve, grow and advocate for it. They are awarded annually by TreesCharlotte and the City of Charlotte at the Big Tree Summit in the spring. Categories are: Mayor's Tree of the Year, Spirit of the Tree (a special story behind a tree), Corporate Friend of the Urban Forest and Proud Partner of the Canopy (a non-profit/individual honor).

Starting in summer, we will begin soliciting for nominations from the public, as well as our civic, corporate and non-profit partners. We'll continue to market these awards through the spring, summer and fall, with nominations due in March. At that point, Charlotte's tree commission selects winners for all categories except Mayor's Tree of the Year, which the Mayor herself selects. Winners receive a \$100 gift card and a beautiful wood plaque sourced from a felled tree in Charlotte.

As an Evergreen sponsor, your company will be branded throughout the campaign (e.g. The Charlotte Crown Tree Awards, *presented by YOUR COMPANY*). Media to include TreesCharlotte and city of Charlotte outlets (social, print, web) and press release sent to media outlets.

5. SUPPORTING SPONSOR: Become a supporting sponsor of any of the tree giveaway or planting events that are listed under the Oak and Maple sponsor levels. Supporting sponsor benefits include:

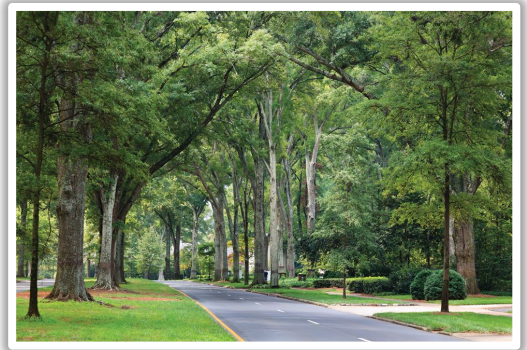
- Volunteer spots for up to 15 team members
- Branding in event promotion on TreesCharlotte.org, social media and the Leaflet

6. TREE-IT-FORWARD SPONSOR: We love working with all neighborhoods. Tree-It-Forward Neighborhoods do not meet our free tree guideline, and thus pay \$10/tree. This sponsorship helps TreesCharlotte cover the remaining costs. TIF neighborhoods this season include: Beverly Crest (28270), Thornhill (28277), Timberlands (28215), Haywyck Meadows/Steele Creek Neighborhood (28278), Raintree (28277), Stone Creek Ranch (28277) and Woodbury (28227). TIF Sponsors can select two neighborhoods.



Your investment will do great things for Charlotte! Did you know ...

- Charlotte's tree canopy removes 5.4 million pounds of air pollutants every year. One tree can sequester more than a ton of carbon dioxide in its lifetime.
- Traffic speeds and driver stress levels have been reported to be lower on tree-lined streets
- Trees in Charlotte reduce the heat stress for city dwellers by 15-25 degrees, which is critical for those over the age of 60 or under 5 years of age. These two age groups comprise over 15% of the city's population.
- Property values get a \$286 million boost in the Queen City due to trees.
- In one year, an acre of mature trees can provide enough oxygen for 18 people.
- It's estimated that Charlotte is losing 100,000 trees a year.



About TreesCharlotte

TreesCharlotte is a public/private nonprofit collaboration to grow, diversify and steward the city's iconic urban forest. Trained volunteers and science-based programs teach residents about the value of trees and how to plant and care for them. TreesCharlotte's vision is 50 percent canopy coverage, city-wide acceptance of responsibility to plant and care for trees and sustained funding to continue the mission generation to generation. To date, we have planted more than 38,000 trees and engaged more than 21,000 volunteers.

Contact information

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