



Plant, preserve and celebrate trees in Charlotte!

Sponsorship opportunities for the 2021-22 season

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 adoptions to school plantings to sponsored content in our Leaflet Magazine.



Oak

Sponsorships

\$20,000 investment
500-plus trees

Make a big impact on Charlotte's canopy by helping TreesCharlotte plant and/or distribute 500-plus trees. Oak Sponsorship includes:

- Adding at least 500 trees to Charlotte's landscape, which is the equivalent of 5 acres of canopy
- Event naming rights (Feel the Spring Tree Adoption sponsored by YOUR COMPANY)
- Branding opportunities, including day-of collateral, social media, marketing, etc.
- Invitation to make remarks at event's start, if applicable
- Volunteer slots for company employees
- Commemorative leaf at the Freedom Park Honorary Garden

2021-22 Oak Sponsorship Events

1. FALL CITYWIDE TREE ADOPTION: Get hundreds of free trees into the yards of Charlotteans as title sponsor of our season-opening Fall Citywide Tree Adoption. This signature event will draw a diverse range of residents from throughout the city eager to build our urban forest. Every participant 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.



A Citywide Tree Adoption Sponsorship package also includes the **First-Timers Tree Adoption**, a special registration link opened early to Charlotteans who have never received a tree from TreesCharlotte. It's a terrific way to reach a new audience! *Preliminary details: Slated for Saturday, Sept. 25 at the City of Charlotte's Landscape Management division, 701 Tuckaseegee Road, 28208*

2. SPRING CITYWIDE TREE ADOPTION: We'll close our season with a Citywide Tree Adoption, which draws hundreds of Charlotteans eager to add beautiful trees to their yards. (See above for more details.) This event will also offer a special early registration for **First-Timers**. *Preliminary details: Slated for Saturday, March 26, 2022, at the City of Charlotte's Landscape Management division, 701 Tuckaseegee Road, 28208*



3. NEIGHBORWOODS PACKAGE: Get into the heart of Charlotte's neighborhoods and help create tree magic! Through the TreesCharlotte NeighborWoods program, you'll plant trees in common spaces and/or distribute trees to homeowners to add to their own yards. NeighborWoods are intimate, fun and effective.

Fall package: Seven Oaks, Carmel Heights*, Renaissance Gardens*, Henderson Oaks*, Sardis Cove*. **SOLD!**

Spring package: Villages of Leacroft (28269)*, Prosperity Village (28269)*, Coventry Woods (28205)*, Wilmore (28203)*, Maplecrest (28277), Davis Ridge (28269)*.

(Neighborhoods with an asterisk qualify for free trees; others are asked for a \$10/tree donation.)

4. 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!



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.

5. WATERING NEIGHBORWOODS 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

\$15,000 investment
200-500 trees

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

- Adding at least 200 trees to Charlotte
- Event naming rights (East Charlotte Tree Adoption sponsored by YOUR COMPANY)
- Branding opportunities
- Logo on handouts given at event
- Invitation to make remarks at event's start
- Volunteer slots for company employees
- Commemorative leaf at the Freedom Park Honorary Garden



2021-22 Maple Sponsorship Events

ZIP CODE TREE ADOPTIONS: Build the canopy strategically! Zip Code Tree Adoptions are convenient ways for tree lovers to attend one of our giveaways without having to travel far from home. At these popular Saturday morning events, every registrant 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 **seven Zip Code Tree Adoptions** with an average distribution of 300 trees at each; a Maple Sponsorship covers one Tree Adoption.

FALL :

- **West (28208, 28214, 28216):** Whitewater Academy. **SOLD!**
- **North (28213, 28262, 28269):** Back Creek Church. **SOLD!**
- **SouthPark (28207, 28209, 28210, 28211):** Location TBD
- **East (28205, 28212, 28215, 28277):** Location TBD

SPRING:

- **Steele Creek (28217, 28273, 28278):** Location TBD
- **South (28226, 28270, 28277):** Location TBD
- **Central (28202, 28203, 28204, 28206, 28216):** Location TBD





Evergreen sponsorships

\$10,000 investment
100-200 trees

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 a fruit giveaway at an urban farm or a planting of a CMS school or a neighborhood tree building initiative.

Sponsorship includes:

- Adding at least 100 trees to Charlotte
- Branding opportunities
- Invitation to make remarks at event's start
- Volunteer slots for company employees
- Commemorative leaf at the Freedom Park Honorary Garden



2021-22 Evergreen Sponsorship Events

1. 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.

Fall schools (sponsorship covers one school planting):

- Ashley Park Elementary (28208)
- University Meadows Elementary (28262) **SOLD!**
- Whitewater Middle (28214) **SOLD!**

Spring schools:

- David Cox Elementary (28269)
- Piney Grove Elementary (28212)
- Mecklenburg Academy (28269)
- Collinswood Language Academy (28210)

2. SPECIALITY TREE ADOPTIONS: This season TreesCharlotte is offering two unique tree adoptions, and you can be the sponsor for **both** as an Evergreen partner!

- **Hindu Center Tree Adoption:** The Hindu Center of Charlotte is completing a massive renovation project that has substantially expanded its worship and gathering space. To celebrate, the Center is hosting a celebration in October and TreesCharlotte will be there to give away trees to its members. *Fall event planned.*
- **Fig Tree Adoption:** Fig trees not only produce healthy food, they also create a beautiful, full canopy. This spring, help TreesCharlotte host a fig tree giveaway at the Urban Farm at Aldersgate. Urban farmers will be on hand to teach how to properly plant and tend the trees. *Spring event planned.*



3. LITTLE SUGAR CREEK: Mecklenburg County's greenway system is a hotspot of activity, used by thousands of people every day for walking, jogging, biking and other recreation. There is roughly 52 miles of greenway already open in the county, with miles more under construction and in the planning stages. TreesCharlotte is working with Mecklenburg Parks and Recreation to restore 100 trees felled to make way for the recently constructed Little Sugar Creek Greenway extension in southwest Charlotte, from Huntingtowne Farms Park to Sharon Road West. *Fall planting planned.*



Dogwood Sponsorships

\$5,000 investment

As a Dogwood sponsor, you'll be helping critical parts of TreesCharlotte's mission: Education and celebration of trees! 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 a Dogwood Sponsor

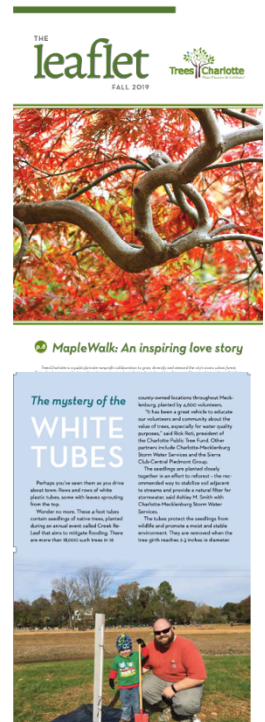


2021-22 Dogwood Opportunities

- 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 16-20 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 3,000 households.

The e-Leaflet is our email newsletter sent weekly to nearly 6,000 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 a Dogwood 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.



- 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 resides on a special web channel on TreesCharlotte.org. As a Dogwood 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. CROWN TREE AWARDS SPONSOR:** 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 a Dogwood Sponsor, your company will be branded throughout the campaign, with outreach to include TreesCharlotte and City of Charlotte outlets (social, print, web) and press release sent to media outlets.

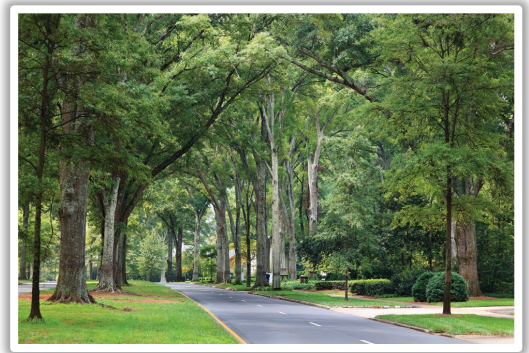
- 4. SUPPORTING SPONSOR:** Become a supporting sponsor of any of the tree giveaway or planting events that are listed under the Oak, Maple and Evergreen sponsor levels. Supporting sponsor benefits include:

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



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. To date, we have planted more than 44,000 trees and engaged more than 21,000 volunteers.

Contact information

Jane Singleton Myers, executive director, 704-999-0671, jane@treescharlotte.org