



# CORPORATE PARTNERSHIP OPPORTUNITIES

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We invite your company to join us to **GROW** the urban forest, **PRESERVE** the canopy, and **EDUCATE** Charlotteans about the importance and value of our city's trees.



HELP THE  
*Queen City*

KEEP ITS  
CANOPY CROWN

*Join us in our mission to create  
a greener, healthier, and more  
vibrant Charlotte*

WWW.TREESCHARLOTTE.ORG





*"The best time to plant a tree was  
20 years ago - the second best time is now"*

Trees mitigate extreme heat, conserve energy, provide shade, absorb storm water, boost our mental and physical well-being, create wildlife habitat, filter air and water. Our urban tree canopy is a hallmark of our city and leads to better health outcomes, increased property values and a vibrant community.

## URBAN TREE BENEFITS ARE VAST AND IMPACT ALL RESIDENTS



HEALTH



BEAUTY



WATER



ENERGY



CLEAN AIR

Monthly heat records continue to be broken in communities around the country and world. Without action, the loss of tree canopy will alter the temperature, health, infrastructure, and overall feel of the Queen City, which is particularly felt in the disadvantaged communities where canopy coverage is significantly lower.



## THERE IS HOPE AND YOU CAN HELP!

*TreesCharlotte was established in 2012 by a group concerned about Charlotte's diminishing tree canopy with a mission to grow, diversify and steward our urban forest and educate Charlotteans about the value and care of trees.*

By partnering with TreesCharlotte, your corporation can:

- **Enhance Corporate Social Responsibility:** Demonstrate your commitment to environmental stewardship and community well-being.
- **Improve Brand Image:** Align your brand with a reputable organization focused on sustainability and community development.
- **Foster Employee Engagement:** Engage your employees in volunteer opportunities and educational programs provided by TreesCharlotte.
- **Mitigate Environmental Impact:** Contribute to local climate resilience efforts by supporting tree planting and maintenance initiatives that improve air quality, mitigate stormwater runoff, and combat urban heat island effects.
- **Ensure Long-Term Impact:** Invest in the future of Charlotte .

*Your partnership will help make the following impacts during the FY25 season\*:*



Plant & give away **5,800** trees



Teach **25** educational workshops



Conduct **6** school plantings



Hold **10** CommunityWoods events, with a goal to have 60% in the Crescent



Host **7** TreeAdoptions



Plant & distribute **2,500** seedlings



Water all trees planted



Engage **3,000** volunteers & residents



TreeCare for previously planted trees at **20** CommunityWoods/School sites



Provide classroom and field training for our TreeMasters and TreeKeepers

*Community Impact*

## Partner with TreesCharlotte!

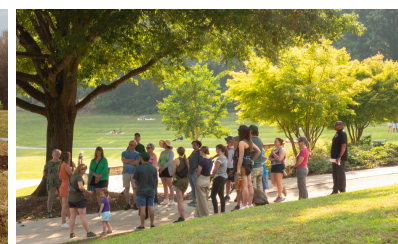


*As a Corporate Season Partner, you will be a part of our overall efforts to build the urban forest, preserve the growing canopy and educate the public about the importance of trees. In addition to the impacts listed above, partnerships ranging from \$2,500 to \$50,000 will include some or all of the following benefits:*













































- Multi-Event Employee Volunteer Opportunities\*
- Customized Tree Walk and Lunch and Learn\*
- Marketing Benefits at every event during the season (40+ events) including mention during opening remarks and signage
- Tabling opportunity at TreeAdoptions\*\*
- Corporate profile in *Leaflet* magazine and e-newsletter\*\*\*
- Social Media Feature
- Logo on website, signage and annual report

*FY25 Season  
September 2024 - April 2025*



# Partnership Levels and Benefits

Please consider joining TreesCharlotte at one of the partnership levels listed below:

PARTNERSHIP LEVEL		OAK \$50,000+	POPLAR \$25,000+	MAPLE \$15,000+	EVERGREEN \$10,000+	DOGWOOD \$5,000+	REDBUD \$2,500+
TREES	Help add 5,800 trees in the community and care for 1,500 previously planted trees						
	Employee engagement at planting, adoption, or TreeCare events* (spots may be split among events)	75 spots	50 spots	40 spots	30 spots	20 spots	10 spots at TreeCare or Adoption
ENGAGEMENT	TreeWalk Experience (in-person)						
	Lunch & Learn for employees (virtual)						
EVENTS	Company name announced at all planting events						
	Table at TreeAdoption events**						
	Signage at all events according to level						
	Link to Partners page on TreeTags given						
MARKETING	Corporate profile article in Leaflet magazine**						
	E-newsletter placement***	Feature	Feature	Mention			
	Facebook & Instagram featured post/mention	Feature	Feature	Mention			
	Listed In Annual Impact Report						
	Logo on Partners page on TreesCharlotte website						Name
*Dates to be coordinated with TreesCharlotte based on events calendar, availability and corporate preference							
**TreeAdoptions distribute 700 trees per event to approximately 400 households							
***Our Leaflet magazine is printed 3 times per year and reaches 3,500 people per publication, and our e-newsletter is distributed weekly during the planting season and bi-weekly during the off season to more than 8,500 subscribers with a 55% open rate. Additionally, TreesCharlotte is active on Facebook (5,800 followers) and Instagram (3,650 followers), and our website has 85,000+ visits per year							

Partner with us

\*Corporate donations from \$1,000-\$2,499 will help our overall mission and will be acknowledged at the SUPPORTER level which includes company name on our website and annual report.

FOR MORE INFORMATION: Contact Beth Brodie, Development Manager, [beth@treescharlotte.org](mailto:beth@treescharlotte.org) | (704) 293-4462

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