

# Crown Sponsor

TREE Fund



## \$50,000 Sponsorship

Includes ALL benefits of Platinum Leaf Sponsorship PLUS:

- Media announcement of your Crown Sponsorship commitment.
- On-stage recognition at all TREE Fund events throughout year.
- Recognition as Tour des Trees Educational Programming Sponsor.
- 2 complimentary 2012 Tour des Trees cycling jerseys.

**Premier** placement of your logo on:

- All Tour des Trees related advertisements, media releases and print materials including all signage, posters, banners, brochures, event booklets and apparel for the fiscal year.
- All TREE Fund inclusions in International Society of Arboriculture registration and program literature.
- TREE Fund, Tour des Trees and "Raise Your Hand for Research" Online Auction websites' home and sponsor pages including a direct link to your corporate website.
- All Tour des Trees Educational Programming materials, including bookplates in books donated to libraries and schools.

# Partner

TREE Fund



## \$25,000 Sponsorship

Includes ALL benefits of Platinum Leaf Sponsorship PLUS:

- 1 complimentary 2012 Tour des Trees cycling jersey.

**Premier** placement of your logo on:

- All TREE Fund advertisements, special events advertisements, media releases, apparel and print materials including all signage, posters, banners, brochures, event booklets and apparel for all events throughout the fiscal year.
- All TREE Fund inclusions in International Society of Arboriculture registration and program literature.
- TREE Fund, Tour des Trees and "Raise Your Hand for Research" Online Auction websites' home and sponsor pages including a direct link to your corporate website.

# 2012 Events

## Tour des Trees™

The Tour des Trees is the TREE Fund's signature fundraising and public awareness event. Since 1992 the Tour has:

- Raised more than \$5 million to support tree research, arboriculture education programs and scholarships for aspiring tree care professionals.
- Engaged the public through educational programs and media events in caring for the trees in their communities.

The 2012 Tour des Trees promises a not-to-be missed opportunity for cyclists and sponsors. Tracing a 500-mile loop from Portland, OR, the TREE Fund's 20th Anniversary Tour showcases Oregon's incredibly varied scenery and eco-zones, ranging from Central Oregon's high desert to the foggy, craggy coastline. Daily tree plantings and public awareness events plus a locally-promoted 1-day Ride for Research and the 20th Anniversary celebration provide engagement opportunities for sponsors and the public. Professional media and PR management assures maximum exposure for sponsors before, during and after the Tour.

## "Raise Your Hand for Research" Auction

The International Society of Arboriculture (ISA) once again hosts the TREE Fund's annual "Raise Your Hand for Research" live and silent auctions during its 2012 Conference and Trade Show in Portland, OR. The Doubletree Hotel's Lloyd Ballroom provides an elegant setting for an evening of live auction excitement on Monday, August 13. Silent auction bidding takes place on the Conference trade show floor August 11-14. TREE Fund and Auction sponsors are recognized on site at both events, in ISA Conference registration materials, on the TREE Fund and ISA websites and via electronic and print media and TREE Fund publications.

The "Raise Your Hand for Research" Online Auction builds the excitement with four weeks of electronic bidding leading up to the live auction event. Electronic bulletins and invitations to bid showcase TREE Fund and Auction sponsors repeatedly during the online auction.

### Tree Research and Education Endowment Fund

552 S. Washington Street, Suite 109 • Naperville, Illinois 60540  
630.369.8300 • [www.treefund.org](http://www.treefund.org)

Copyright © 2011 TREE Fund. This publication is copyright and remains the intellectual property of the TREE Fund. No part of it may be reproduced by any means without the prior written permission of the TREE Fund.



2012 Events

# Sponsorship Opportunities



## Sponsorship of the TREE Fund affirms your commitment to the arboriculture industry and the research and education that is the foundation of its future.

Advertising, media relations, electronic communications, websites and print materials provide extensive international exposure for our sponsors throughout the year. TREE Fund sponsors are recognized as leaders in the campaign to manage the effects of urban development and evolving pests and diseases on our urban forests.



Tree Research & Education Endowment Fund

# Title Sponsor

Tour des Trees



## \$100,000 Event Sponsorship

Includes ALL benefits of Platinum Leaf Sponsorship PLUS:

- Your company name becomes part of the Tour des Trees signature for the duration of your sponsorship. This is a singular opportunity to incorporate the Tour des Trees' positive, action-oriented and environmentally focused culture into your corporate brand.
- Media announcement of your Title Sponsorship commitment.
- Leadership role in development and execution of Tour des Trees media and public relations campaign (supported by TREE Fund communications staff and volunteers).
- Opportunity for active role in development of the Tour des Trees cycling route.
- Opportunity for active role in development of apparel designs, including use of corporate colors if desired.
- 4 complimentary 2012 Tour des Trees cycling jerseys.

**Premier** placement of your signature Tour des Trees logo on:

- All Tour des Trees-related advertisements, media releases and print materials including all signage, posters, banners, brochures, event booklets and apparel for the fiscal year.
- All TREE Fund inclusions in ISA registration and program literature.
- TREE Fund and Tour des Trees websites' home and sponsor pages including a direct link to your corporate website.

## Customize Your Sponsorship!

In-kind donations of goods and services are a valuable part of the sponsorship equation. Our sponsors receive credit for the value of hospitality, lodging, volunteer support and participant "extras" donated to our special events, and we welcome sponsor engagement at every opportunity. Be creative and get involved! Contact the Fund Development Specialist to discuss ways to customize your sponsorship.

# Platinum Leaf



## \$15,000 Event Sponsorship

### Tour des Trees™

- On-stage recognition at Tour des Trees Launch and Closing Ceremonies.
- Featured Sponsor recognition at Tour des Trees participants' dinner of your choice.
- Photo opportunity with Tour cyclists.
- Recognition in all media releases, advertising and Tour des Trees promotional materials.

#### Prominent placement of your logo on the:

- TREE Fund and Tour des Trees websites (with link).
- 2012 official cyclist jerseys and jackets (middle back panel) and event t-shirts.
- Event signage displayed at media and community outreach events during the Tour des Trees and at the International Society of Arboriculture Conference, Tree Care Industry Expo and other green industry conferences.

### "Raise Your Hand for Research" Auction

- On-stage recognition during the "Raise Your Hand for Research" Auction program with an invitation to speak and opportunities for event photographs.
- Recognition in all Auction media releases, advertising and promotional materials including ISA Conference registration and program literature.
- Recognition in print materials at the event including signage, posters and auction catalog.
- Placement of your logo (with link) on Online Auction website and in weekly updates/invitations to bid.
- Placement of your logo (with link) on the TREE Fund website home page and "Raise Your Hand for Research" Auction event page.

# Gold Leaf



## \$10,000 Event Sponsorship

### Tour des Trees™ Gold Leaf Sponsors or Power Source Alliance Members

*The Power Source Alliance is a select group of utilities who are committed to responsible, engaged advocacy for the urban forest and the research vital to its survival. Power Source Alliance members support the TREE Fund mission with a recurring \$10,000 sponsorship of the Tour des Trees.*

- Recognition at Tour Launch and Closing Ceremonies.
- Featured Sponsor recognition at Tour des Trees participants' dinner of your choice.
- Photo opportunity with Tour cyclists.
- Recognition in all media releases, advertising and Tour des Trees promotional materials. Recognition in utility-specific media release (*Power Source Alliance Only*)

#### Placement of your logo on the:

- TREE Fund and Tour des Trees websites (with link).
- 2012 official cyclist jerseys and jackets (middle back panel) and event t-shirts.
- Event signage displayed at media and community outreach events during the Tour des Trees and at the International Society of Arboriculture Conference, Tree Care Industry Expo and other green and utility industry conferences.

### "Raise Your Hand for Research" Auction

- On-stage recognition during the "Raise Your Hand for Research" Auction program with an invitation to speak and opportunities for event photographs.
- Recognition in print materials at the event including signage, posters and auction catalog.
- Placement of your logo (with link) on Online Auction website and in weekly updates/invitations to bid.
- Placement of your logo (with link) on the TREE Fund website home page and "Raise Your Hand for Research" Auction event page.
- Recognition in all Auction media releases, advertising and promotional materials including ISA Conference registration and program literature.

# Silver Leaf



## \$5,000 Event Sponsorship

### Tour des Trees™

- Recognition in all event advertising during and after the event.

#### Placement of your logo on the:

- TREE Fund and Tour des Trees websites (with link).
- 2012 official cyclist jerseys and jackets (middle back panel), and event t-shirts.
- Event signage displayed at media and community outreach events during the Tour des Trees and at the International Society of Arboriculture (ISA) Conference, Tree Care Industry Expo and other green industry conferences.

### "Raise Your Hand for Research" Auction

- Recognition in all Auction media releases, advertising and promotional materials including ISA Conference registration and program literature.
- Recognition in print materials at the event including signage, posters and auction catalog.
- Placement of your logo (with link) on Online Auction website and in weekly updates/invitations to bid.
- Placement of your logo (with link) on the TREE Fund website home page and "Raise Your Hand for Research" Auction event page.

# Bronze Leaf



## \$2,500 Event Sponsorship

### Tour des Trees™

- Recognition in post-event advertising in Arborist News, TCIA Magazine and TREE Fund Report.

#### Inclusion of your company name on the:

- TREE Fund and Tour des Trees websites (with link).
- 2012 official cyclist jerseys and jackets (lower back panel) and event t-shirts.
- Event signage displayed at media and community outreach events during the Tour des Trees and at the International Society of Arboriculture (ISA) Conference, Tree Care Industry Expo and other green industry conferences.

### "Raise Your Hand for Research" Auction

- Recognition in post-event advertising.
- Recognition in print materials at the event including signage, posters and auction catalog.
- Inclusion of your company name (with link) on Online Auction website and in weekly updates/invitations to bid.
- Inclusion of your company name (with link) on the TREE Fund website home page and "Raise Your Hand for Research" Auction event page.

**Tree research and education is how we will realize our vision of mature, healthy trees where we live, work and play.**

- Our mission is to identify and fund programs which support the discovery and dissemination of new knowledge in arboriculture and urban forestry.
- Ongoing arboriculture research and education ensure that our knowledge of how best to care for our communities' trees continues to evolve.
- The TREE Fund is a non-profit organization and the leading non-governmental source of funding for research, scholarships and educational programs related to arboriculture (tree care and maintenance) and urban forestry.