



CORPORATE PARTNERSHIP OPPORTUNITIES

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



OUR MISSION

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.

WWW.TREESCHARLOTTE.ORG



YOU CAN BE PART OF OUR COMMUNITY *by supporting our critical mission!*

THE BENEFITS OF TREES ARE VAST AND IMPACT ALL RESIDENTS

- Trees are essential to our mental and physical well-being.
- Trees cool our streets and homes, reduce storm water runoff, sequester carbon and help clean our air and water.
- Trees are one-stop environmental sustainability boosters.



HEALTH



BEAUTY



WATER



ENERGY



CLEAN AIR

Known as “The City of Trees,” Charlotte’s iconic tree canopy is rapidly disappearing, losing an estimated **3 football fields of canopy per day** or **100,000 trees annually**. Without swift 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! HERE'S HOW YOU CAN HELP

TreesCharlotte was established in 2012 by a group of citizens concerned about Charlotte’s diminishing tree canopy. TreesCharlotte engages Charlotteans in community-wide tree activities to create tree advocates who share the ways trees enhance our lives and grow our canopy for future generations.

But we cannot do this critical work alone. By joining TreesCharlotte as a **Planting Season Partner**, your support contributes to the **full impact** of our programming efforts from September through March. But more importantly, you will help us reach **thousands of citizens** to build community through trees. Please join us to strengthen our community through the following programs:

- TREE DAY PLANTINGS
- CERTIFIED ARBORIST-LED EDUCATIONAL ACTIVITIES
- AWARENESS-BUILDING OUTREACH EXPERIENCES
- TREE ADOPTIONS FOR CHARLOTTEANS
- TREE CARE & STEWARDING DAYS



DID YOU KNOW?

Since 2013, TreesCharlotte has planted or distributed over **52,000 trees** and held over **400 community events**. In addition, TreesCharlotte has engaged over **25,000 volunteers** and taught **thousands** of students and residents about trees.



PARTNER
WITH US TO:

Plant &
give away
5,600 trees



Hold **11**
CommunityWoods
events
*with a focus on
tree equity*



Host **7** citywide
TreeAdoptions



Teach **30**
educational
workshops



Conduct **6**
school plantings



Plant & distribute
3,500 seedlings



Engage **3,200**
volunteers & residents



Present **1** annual
community
TreeFest event

Community Impact

*September 2023-March 2024

FOR MORE INFORMATION::

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WWW.TREESCHARLOTTE.ORG





As a Planting 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. Partnering in this way will provide the range of benefits listed below:

Partner with us

PARTNERSHIP LEVEL		OAK \$50,000	POPLAR \$25,000	MAPLE \$15,000	EVERGREEN \$10,000	DOGWOOD \$5,000	REDBUD \$2,500
TREES	Help add 5,600 trees in the community and care for 1,500 previously planted trees						
ENGAGEMENT	Employee engagement at planting, adoption, or TreeCare events* (spots may be split among events)	75 spots	50 spots	30 spots	20 spots	10 spots	TreeCare event
	TreeWalk Experience (in-person)						
	Lunch & Learn for employees (virtual)						
EVENTS	Reserved seating at TreeFest (Spring event)						
	Your level announced at all planting events						
	Speaking opportunity at a planting event*						
	Table at TreeAdoption events**	3 events	2 events	1 event			
	Signage at all events according to level						
	Link to Partners page on TreeTags given						
PRINT	Corporate profile article in Leaflet magazine**						
	Listed In Annual Impact Report						
DIGITAL	E-newsletter placement***	Feature	Feature	Mention			
	Facebook & Instagram featured post/mention	Feature	Feature	Mention			
	Partners page on TreesCharlotte website	Logo	Logo	Logo	Listing	Listing	Listing

*Dates to be coordinated with TreesCharlotte based on events calendar, availability and corporate preference
 **TreeAdoptions distribute 600 trees per event to approximately 350 households
 ***Our Leaflet magazine is printed 3 times per year and reaches 3,300 people per publication, and our e-newsletter is distributed weekly during the planting season and bi-weekly during the off season to more than 8,000 subscribers. Additionally, TreesCharlotte is active on Facebook (5,500 followers) and Instagram (3,200 followers), and our website has 83,000+ visits per year).