

Raleigh Arbor Day 2024 Sponsorship Information



A TREE CAN BE . . .

Are you looking for ways to give back to the community?

Be a We Plant it Forward Arbor Day sponsor. We are looking for organizations, businesses and community leaders who want to come together to help the community discover what a Tree Can Be and other environmental sustainability initiatives.

Festival Vision

- Ultimately, we seek to support a healthy natural environment leading to happy, healthy lives.
- A fun-filled festival for kids of all ages, free to attend with tree giveaways, crafts, hands on-activities, trivia game, music, food trucks.
- We Plant it Forward in partnership with Raleigh Parks and Community Educators will be on hand to help build our community's DIY environmentally sustainable tool box.
- An event to empower our community, promoting environmental health and community action.
- A call to create a sense of community purpose toward the preservation and restoration of the natural environment.
- Paperhand Puppets will lead a parade to the tree planting demonstration and roam the festival bringing cheer and beauty to the celebration.
- This is a community celebration of trees and the natural environment. Join Us!

What your support can do

- Support Demonstrations and activities on tree care and preservation, rain water harvesting, native plants, benefits of composting, solar energy, urban forestry, pollinators and the gardens that support them, storm water runoff, forest (nature) bathing mental health benefits and other fantastic creative expressions that support trees and the natural environment.
- Help us make this a truly FREE event where we offer meal tickets for those without the means to purchase a Food Truck meal.
- Support the creative, fun entertainment that helps make this festival a celebration of trees and the natural environment

Learn more at <https://weplantitforward.org/raleigh-arbor-day> or scan the QR code
Contact Maggie Bailey at maggie@WePlantitForward.org
www.WePlantitForward.org



Sponsorships Levels

There are many ways to sponsor Raleigh Arbor Day

- Cash donations (Checks payable to We Plant it Forward, online at www.WePlantitForward.org/donate) or use the QR code.
- Employee volunteers
- In-kind donations of services or materials
- Environmental sustainability statement of support
- Suggest a way to be involved that best fits your values.



Sponsorship involves varying levels of recognition from the Bronze Leaf website recognition to the Platinum Leaf live emcee recognition. Below is a list of sponsorship levels and their respective sponsor recognitions. We would also love to hear how you would like to be recognized.



2024 Sponsor Recognition Levels

We Plant it Forward's Arbor Day
in Partnership with Raleigh Earth Day



Platinum Leaf \$5,000+

All Gold Leaf recognitions plus:

Event Day Recognition

- Large logo on We Plant it Forward Sponsor Boards
- We Plant it Forward event volunteer T-Shirt listing largest print
- Spoken recognition once during event from the main stage
- Spoken recognition at start of movie
- Logo recognition and/or one (1) ad projected within pre-movie promotional slide deck
- Employee volunteer opportunities at event (tentative: distribute event materials at host station, assist with costume parade)
- Option for corporate tent at event (tent and tables provided by sponsor, placed away from screen)

Pre-Event Recognition

- Sponsor tagged in all event social media by City of Raleigh (COR), Dix Park Conservancy (DPC) and We Plant it Forward (WPIF)
- Logo included in DPC email promotion (1 e-blast, 30,000+ DPC emails)
- Logo included on COR event email promotions (Will email 1-2 email promotions and each will reach 36k+)
- Sponsor logo on bottom of COR and WPIF "Raleigh Earth Day in Partnership with We Plant it Forward's Arbor Day" event webpages

Gold Leaf \$1,400 - \$4,999

All Silver Leaf recognitions plus:

- Medium logo on WPIF Sponsor Boards and webpage
- We Plant it Forward event volunteer T-Shirt listing large print
- Sponsor tagged in all event social media by WPIF

Silver Leaf \$600- \$1,399

All Bronze Leaf recognitions plus:

- Small logo on WPIF Sponsor Boards and webpage
- We Plant it Forward event volunteer T-Shirt listing medium print
- Environmental Education Activity Sponsor

Bronze Leaf \$100- \$599

- Name (no logo) on Sponsor Boards at We Plant it Forward welcome table, tree giveaway and environmental demonstration stage
- Sponsor name on bottom of We Plant it Forward's Raleigh Arbor Day webpage
- We Plant it Forward event volunteer T-Shirt listing small print
- Personalized sponsor flier