



November 19-20, 2025

PARTNERS IN COMMUNITY FORESTY

2025 CONFERENCE

Henderson, NV



ABOUT US

The Partners in Community Forestry Conference is the premier nationwide gathering for diverse stakeholders in the urban and community forestry space, fostering connection, learning, and inspiration. It distinguishes itself through its culture of positivity and inclusivity, offering a rich agenda that attracts participants of all ages, backgrounds, and professions.



PARTNERS IN COMMUNITY FORESTRY CONFERENCE

- Started in 2007
- More than 900 attendees from across the nation in 2024
- This gathering unites passionate individuals, communities, organizations, and leaders to explore innovative solutions, share insights, and collaborate on the future of urban forestry.

“I have attended government, association/nonprofit, and university conferences for over 20 years, and with this being my first Partners Conference, this was by far the best conference experience I have ever had. The camaraderie, collegiality, vendors, presentations, and activities made it an extremely impactful conference, with real-life applications. A true sense of community working together on a common mission. Not to mention the planning and execution were stellar.”

- CONFERENCE ATTENDEE





ABOUT OUR AUDIENCE

**CONNECT WITH
URBAN AND
COMMUNITY FORESTRY
PROFESSIONALS FROM
ACROSS THE COUNTRY**

PARTNERS IN COMMUNITY FORESTRY CONFERENCE



ABOUT OUR AUDIENCE

More than 60% are involved in tree planting, maintenance, community and youth education, job training or workforce development

30% in urban forest management

76% in state, local, or federal government or non-profit sectors

63% ISA members; **84%** membership organization focused on expertise, continuing education;
58% are certified arborists

71% leadership positions

37% final decision



IN THE NEXT 18 MONTHS . . .

TREE PLANTING AND CARE

87% of attendees will be involved in tree planting

79% of attendees will be involved in tree maintenance

EDUCATION

78% of attendees will be involved in tree-related education for residents

64% job training or workforce development

64% of attendees will be involved in tree-related education for youth

PLANNING

51% of attendees will be involved in tree planting or canopy coverage goals

45% of attendees will be involved in developing an urban forestry management or master plan

IN THE NEXT 18 MONTHS . . .

ATTENDEES PLAN TO PURCHASE

73%

Trees and shrubs

57%

Tree care tools

34%

Consulting services

20%

Inventory software

AUDIENCE RESPONSE

OPEN RATE ON EMAILS
TO OUR DATABASE IS
TYPICALLY **37%** WITH
AN AVERAGE CLICK
RATE OF **9.6%**.

73% of our audience is more likely to consider the products or services from sponsors of the partners in community forestry conference for future purchases.



AUDIENCE PERSONAS

STEVE

57 years old

City forester with 18 years experience

Works in a city of 50,000+

Manages a team of 4

ISA Certified Arborist

Informs most purchases decisions

Attends PCF to gain inspiration, learn about latest approaches in urban forestry management

39% OF ATTENDEES

MONICA

42 years old

Executive director of a community-based **non-profit** for 5 years

Final decision maker in purchasing

Looking to create environmental impact and promote environmental justice.

Offers youth tree education and engagement through her organization

35% OF ATTENDEES

AMBER

56 years old

30 years of experience as an urban forestry **consultant**

Looking to help develop an urban forestry master plan in the next 18 months and use it to establish tree canopy goals

ISA Certified Arborist

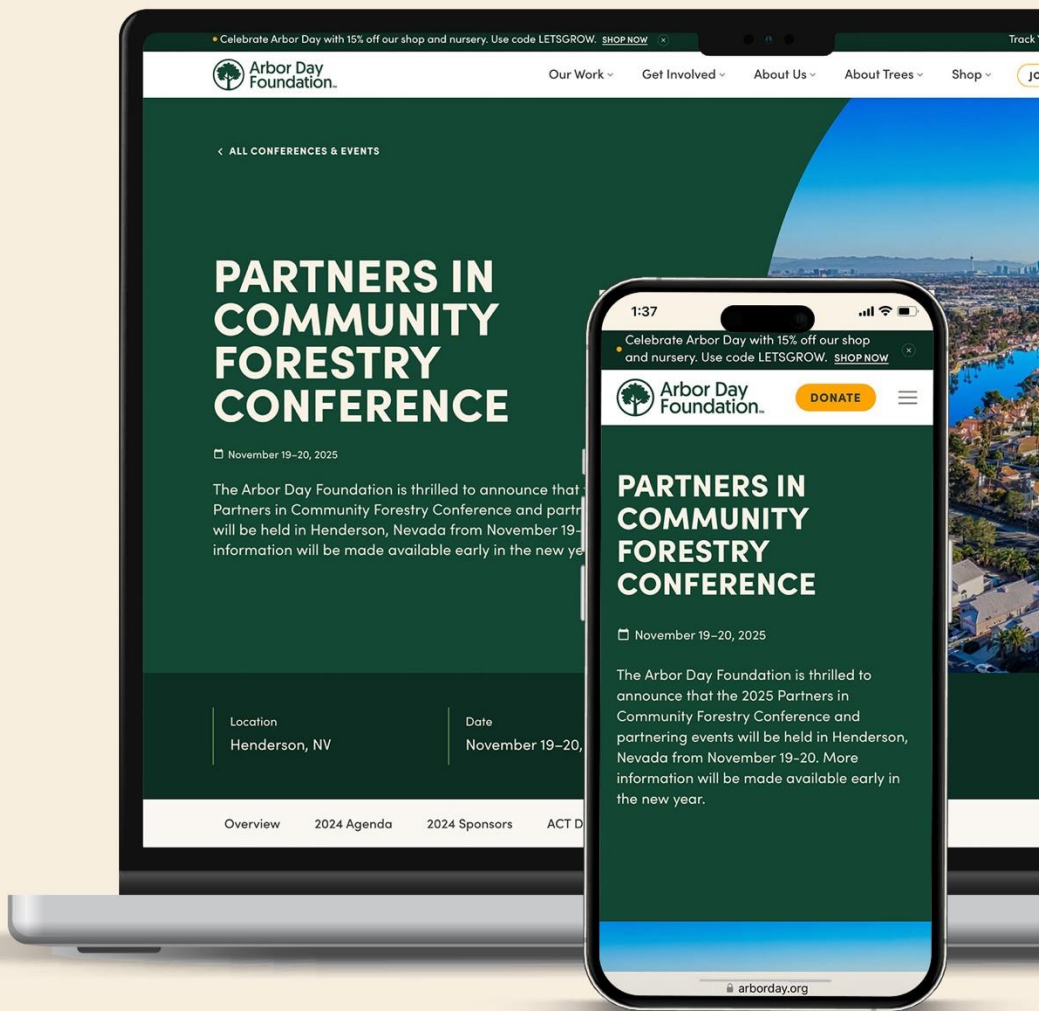
Final decision maker when it comes to purchasing decisions

12% OF ATTENDEES

DIGITAL PRESENCE

**30,000+ EMAIL
ADDRESSES IN OUR
DATA BASE**

**30,700+ PAGE VIEWS TO
OUR CONFERENCE
WEBSITE PER YEAR**



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$30,000

BRAND RECOGNITION

- Tabletop Exhibit
- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website With Clickthrough
 - Conference Emails
 - Social Media Logo And Tagged Post

ADDITIONAL BENEFITS

- 8 Complimentary Registrations
- Conference Registration List
- Conference App Banner Ad
- 5 Minute Main Stage Welcome
- Verbal Recognition
- 100 Word Welcome Email
- Networking Reception Presenting Sponsor
- Logo On Signage And Drink Tickets



SPONSORSHIP OPPORTUNITIES

SIGNATURE SPONSOR

\$20,000 (2 AVAILABLE)

BRAND RECOGNITION

- Tabletop Exhibit
- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website With Clickthrough
 - Conference Emails
 - Social Media Logo And Tagged Post

ADDITIONAL BENEFITS

- 5 Complimentary Registrations
- Conference Registration List
- Listing in Conference App
- 10 Minute Breakout Session Speaking Opportunity



SPONSORSHIP OPPORTUNITIES

AUDIO VISUAL SPONSOR

\$17,500

BRAND RECOGNITION

- Tabletop Exhibit
- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website
 - Conference Emails
 - Selfie Station Photos

ADDITIONAL BENEFITS

- 3 Complimentary Registrations
- Conference Registration List
- Listing in Conference App



SPONSORSHIP OPPORTUNITIES

CONFERENCE APP SPONSOR

\$10,000

BRAND RECOGNITION

- Tabletop Exhibit
- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website
 - Conference Emails

ADDITIONAL BENEFITS

- 2 Complimentary Registrations
- Conference Registration List
- Conference App Banner Ad and Home Screen Logo with Clickthrough



SPONSORSHIP OPPORTUNITIES

WI-FI SPONSOR

\$10,000

BRAND RECOGNITION

- Tabletop Exhibit
- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website
 - Conference Emails

ADDITIONAL BENEFITS

- 2 Complimentary Registrations
- Conference Registration List
- Listing in Conference App
- Gamification with Hashtag



SPONSORSHIP OPPORTUNITIES

PLATED LUNCH SPONSOR

\$10,000 (4 AVAILABLE)

BRAND RECOGNITION

- Tabletop Exhibit
- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website
 - Conference Emails

ADDITIONAL BENEFITS

- 2 Complimentary Registrations
- Conference Registration List
- Listing in Conference App
- QR Code on Tables
- 30 Second Looping Silent Ad



SPONSORSHIP OPPORTUNITIES

BOXED LUNCH SPONSOR

\$7,500 (6 AVAILABLE)

BRAND RECOGNITION

- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website
 - Conference Emails
 - Boxed Lunches
 - Table Tents with QR Code

ADDITIONAL BENEFITS

- 1 Complimentary Registrations
- Conference Registration List
- Listing in Conference App



SPONSORSHIP OPPORTUNITIES

BREAKFAST SPONSOR

\$7,500 (6 AVAILABLE)

BRAND RECOGNITION

- Color Logo
 - Conference Program
 - Conference Signage
 - Conference Website
 - Conference Emails
 - Table Tents with QR Code

ADDITIONAL BENEFITS

- 1 Complimentary Registrations
- Conference Registration List
- Listing in Conference App



SPONSORSHIP OPPORTUNITIES

NON-PROFIT SPONSOR

\$2,500

BRAND RECOGNITION

- Conference Program
- Conference Signage
- Conference Website

ADDITIONAL BENEFITS

- Tabletop Exhibit
- Listing in Conference App





HOW WE WORK WITH PARTNERS

CUSTOMIZED SOLUTIONS

We create something just for you, designed to help you achieve your goals. In other words, we want to hear about your goals and then build something just for you and your budget.

Some ways we can work together include:

- Onsite activations
- Brand recognition
- Sampling
- Advertising
- Speaking opportunities
- And more



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