SPONSORSHIP OPPORTUNITIES FOR URBAN FORESTRY INNOVATORS

BACKGROUND

The second World Forum on Urban Forests is the premier event for urban forestry practitioners, engaging hundreds of attendees from around the world. Building on the success of the first World Forum in Mantova, Italy, the Food and Agriculture Organization of the United Nations (FAO) will host the second forum in Washington, D.C. this October with the Arbor Day Foundation serving as a co-organiser and fiscal sponsor.

The theme of the World Forum, “Greener, Healthier, and Happier Cities for All,” will elevate critical conversations around environmental justice. Attendees and presenters will convene to explore the ways in which urban forests impact environmental justice through public health, community development, urban design, and more. By bringing together practitioners, artists, policy makers, and students, Forum organisers hope to set a course for positive change, thoughtful innovation, and increased impact.

Be an Urban Forestry Innovator.

Support a global conversation about the critical need for trees in cities.
AUDIENCE

- City mayors and staff
- Global NGO leaders
- National, regional and local policy makers
- Urban planners
- Municipal urban foresters and arborists
- State foresters
- Environmental consultants
- Landscape architects
- Tree planting organizations
- Members of the surrounding community

BENEFITS

EDUCATE

a global audience on the essential role trees play in our communities

PROLIFERATE

best practices for planning, design, and management of urban forests and green spaces

SUPPORT

capacity-building for local decision makers and planting organizations

SUSTAIN

the role of local communities as urban forest stewards through knowledge sharing and networking

The World Forum will:

What attendees of the World Forum can expect:

- Workshops, seminars, training courses and other face-to-face activities to expand the capabilities of stakeholders in planning, design, and management of urban forests and trees
- Research and development programming to generate innovative solutions and encourage the implementation of evidence-based findings in the field
- Technical assistance for local governments and communities
- Assistance developing communication strategies to promote their work products and activities
- Opportunities for networking with other urban forestry practitioners

Your support of the World Forum will enable us to:

- Provide free or reduced cost registration for all attendees (attendees will only be responsible for the cost of food)
- Carry out three full days of programming, affiliated events, and a Cities Forum located in and around the civic centre of Washington, D.C.
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Type of Sponsorship</th>
<th>Travel Scholarship Sponsor</th>
<th>Technology &amp; Wi-Fi Sponsor</th>
<th>Field Tour Sponsor</th>
<th>Digital Conference Programme Sponsor</th>
<th>Breakfast Sponsor</th>
<th>Break Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Available</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Amount</td>
<td>$40,000.00</td>
<td>$15,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td>$7,500.00</td>
</tr>
</tbody>
</table>

### Brand Recognition

<table>
<thead>
<tr>
<th>Brand Recognitions</th>
<th>Printed Conference Programme</th>
<th>Conference Website</th>
<th>Digital Conference Programme</th>
<th>Conference Signage</th>
<th>Table Tents on Food Tables</th>
<th>Complimentary Registrations</th>
<th>Tabletop Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Company Name Listed</td>
<td>5</td>
</tr>
<tr>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Company Name Listed</td>
<td>3</td>
</tr>
<tr>
<td>Full page digital ad</td>
<td>1/2 page digital ad</td>
<td>1/2 page digital ad</td>
<td>1/2 page digital ad</td>
<td>1/2 page digital ad</td>
<td>Colour Logo</td>
<td>Company Name Listed</td>
<td>2</td>
</tr>
<tr>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Company Name Listed</td>
<td>2</td>
</tr>
<tr>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Company Name Listed</td>
<td>2</td>
</tr>
<tr>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Colour Logo</td>
<td>Company Name Listed</td>
<td>1</td>
</tr>
</tbody>
</table>

### Marketing

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Social Media Mention</th>
<th>Conference Registration List</th>
<th>Recognition in Conference Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Company Name Listed</td>
<td>30 &amp; 7 days prior, within 7 days following conference.</td>
<td>Logo in scholarship recipient emails and welcome email</td>
</tr>
<tr>
<td></td>
<td>Company Name Listed</td>
<td>30 &amp; 7 days prior, within 7 days following conference.</td>
<td>Logo welcome email</td>
</tr>
<tr>
<td></td>
<td>Company Name Listed</td>
<td>7 days prior, within 7 days following conference.</td>
<td>Company Name Listed in Welcome Email</td>
</tr>
<tr>
<td></td>
<td>Company Name Listed</td>
<td>7 days prior, within 7 days following conference.</td>
<td>Company Name Listed in Welcome Email</td>
</tr>
<tr>
<td></td>
<td>Company Name Listed</td>
<td>7 days prior, within 7 days following conference.</td>
<td>Company Name Listed in Welcome Email</td>
</tr>
</tbody>
</table>

### Sponsorship Terms and Conditions:
- Sponsors may display materials and signage only in pre-approved locations. Please contact conference organizers to verify materials and sign placement prior to the conference.
- Sponsors will provide one high-resolution color logo to conference organizers. Only one logo per company will be accepted to be utilized in the sponsor benefits listed above. No combination of logos.

---

**Ready to support the future of urban forests?**

Contact Alana at [programs@arborday.org](mailto:programs@arborday.org).