

2023 SPONSORSHIPS



NEBRASKA STATEWIDE

Arboretum

**PLANT TREES
MAKE GARDENS
BUILD YOUR
BRAND**





FROM THE DIRECTOR

Thank you for your interest in sponsoring Nebraska Statewide Arboretum (NSA) events and programs. Our sponsors are considered partners, those we work with to make Nebraska a place people want to live, work, and play. We strive to offer events and programs to NSA members and the public that not only educate and inform but also offer connections to other people who care about the health of our state. We feature our sponsors as companies and organizations our members and supporters can trust and who have the same goals as we do: healthy people, vibrant communities, and a resilient environment.

We also depend on our sponsors to help us do our work of Planting Nebraska. Our sponsorship dollars help us reach new audiences to convey the importance of biodiversity in tree planting efforts, to teach a group of 4th graders about the importance of pollinator plants in supporting insect health, and to replace trees lost to disease in the only city park in a rural Nebraska town.

When you sponsor events and programs with NSA, you can be confident that not only will we work with you to ensure that your brand and message are known by our audience, but that your dollars are doing good work, right here in the state we all love.

Thanks for joining us,

Hanna Pinneo



NEBRASKA STATEWIDE
Arboretum

We Plant Nebraska for healthy people, vibrant communities, and a resilient environment. We do this through tree planting, garden making, education, and community building. We are a registered 501(c)3 nonprofit founded in 1978.

The Nebraska Statewide Arboretum is governed by an elected board of directors. Our financials are audited annually, and the last three years of financial reports and meeting minutes are available upon request. We value our partnerships with the Nebraska Forest Service and the Institute of Agriculture and Natural Resources, which is part of the University of Nebraska.



OPPORTUNITIES

Here's a quick peek. You can view all current sponsorship opportunities, prices, and benefits at Plantnebraska.org/sponsor

EVENT/PROGRAM	DETAILS
Spring Affair: Four Sponsorship Levels Between \$500-\$5,000	Spring Affair (April 27-29, 2023) is one of the Midwest's biggest garden events with 4,000+ in attendance. Complete your sponsorship registration by February 14, 2023 to be included in <i>Spring Affair News</i> , which is mailed to more than 18,000 households in March.
Earth Day Tree Climb: Four Sponsorship Levels Between \$100-\$750	Each year we partner with Earth Day Omaha to give people of all ages the chance to climb the State Champion Swamp Oak just like an arborist would.
Wildflower Week: Media Sponsor \$1,000	June starts with Wildflower Week in Nebraska, which is packed with events throughout the state that celebrate the rich diversity of Nebraska's wildflowers and the importance of preserving and protecting wild spaces so wildflowers and wildlife alike can thrive.
Plants & Pints: Four Sponsorship Levels Between \$250-\$1,000	After selling out in 2022, we're bringing Plants & Pints back to engage our members and friends in conversations that matter in a fun and engaging atmosphere. This event serves as a time for our members to learn more about NSA and to socialize with each other.
<i>Bloom Box: Growing Deeper</i> Podcast: Two Sponsorship Levels \$300 or \$1,000	<i>Bloom Box: Growing Deeper</i> reaches more than 100 listeners with each episode posted on all podcast platforms. One reviewer said, "Each week is a practical master class in how to have the home garden you really want."
House Plants for Student Wellness: Two Sponsorship Levels \$250 or \$1,000	In 2022 NSA participated in the UNL Student Wellness fair and distributed more than 200 potted house plants to students. Students love plants, and we know that greenery helps to provide a sense of comfort and improves mental wellness. We want to offer potted houseplants to students at the beginning of the Fall and Winter semesters.

YOUR BENEFITS

PROMOTE YOUR COMPANY

All of our levels of sponsorship for each event include at least one way to let our members and supporters know who you are and that you support us. For example, spotlights on our social media reach more than 7,000 people, our bi-monthly e-news reaches more than 4,000 and *Spring Affair News* reaches more than 18,000.

We'll work with you to make sure you're pleased with the exposure your company receives. From posters to banners to t-shirts, we know how to promote your sponsorship to our followers.

SUPPORT THE ENVIRONMENT

Sponsoring our events and programs is the perfect way to let your customers and clients know that you care about the environment. Our mission is built on tree planting and garden making with an eye toward purposeful beauty. We work every day to support Nebraska towns in their quest to be better stewards of our natural resources and to lessen their negative impact on the environment.

Tell your clients that you care about the environment by supporting us and connect to our followers who want to support companies that care.

JOIN US NOW

Becoming a sponsor is easy! You can view all current sponsorship opportunities, benefits, and prices at plantnebraska.org/sponsor or by scanning the code below.

The online form will collect all of your necessary information and gives you the option to pay by credit card or to request an invoice. Once you submit the sponsorship form, Hanna will reach out to you to set up a time to talk through your benefits and collect any further necessary information (logos, tag lines, etc.).

If you'd like to talk through your options before signing up, if you have questions, or if you have an idea for a sponsorship opportunity or benefit not listed, please reach out to Hanna to set up a time to talk.

Hanna Pinneo, hpinneo2@unl.edu, 402-472-2945

[PLANTNEBRASKA.ORG/SPONSOR](https://plantnebraska.org/sponsor)



WHEN YOU SUPPORT US YOU CREATE

VIBRANT COMMUNITIES

Through our grant programs we've distributed more than \$10 million dollars to Nebraska communities working to revitalize their business districts, take stress off their stormwater infrastructure, make their neighborhoods more livable, and more. We walk alongside communities, providing them with expertise, designs, and advice from our years of planting and growing in the varying Nebraska ecosystems. We build partnerships with these communities and help them build their own capacity.



HEALTHY PEOPLE

The health of people, the health of communities, and the health of the environment are all connected. Our work focuses on that connection, and we take each part of the interaction into account. The street trees we plant make people want to spend more time outside, providing physical and mental health benefits as well as lowering crime rates, which improves the health of the community. Every aspect of what we do makes for healthier people.



RESILIENT ENVIRONMENT

Everything we do focuses on environmental resilience. We partner with communities, helping them to rework their built environments to better serve their citizens and the surrounding flora and fauna. Our unparalleled horticulture program has spent more than 20 years researching the best ways to grow, cultivate, and nurture native plants to conserve and protect them. Our approach to environmental resilience is holistic -- we consider everything that interacts with plants and trees, from the soil and water that sustains them to the pollinators they support.





WE LOVE TALKING ABOUT PLANTS (AND SPONSORSHIPS)

Contact:

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PLANTNEBRASKA.ORG