

**2024-2025
SPONSORSHIPS**



NEBRASKA STATEWIDE
Arboretum

**PLANT TREES
MAKE GARDENS
BUILD YOUR
BRAND**

JOIN US

Becoming a sponsor is easy! You can view all current sponsorship opportunities, benefits and prices at plantnebraska.org/sponsor.

Simply fill out the form on the next page and return it to Hanna via email or mail.

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, PO Box 830964, Lincoln, NE 68583-0964

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

YOUR SPONSORSHIP

Select the events and level you'd like to sponsor and send the form via mail or email to Hanna Pinneo. You may send a check or select to receive an invoice. The invoice can be paid securely online. We will send you a confirmation of your sponsorships once payment is received. NSA staff will then reach out to ensure you receive all the benefits outlined for each level.

PLANTS & PINTS Must be received by October 4, 2024

- \$1,500 Platinum \$1,000 Gold \$500 Silver \$250 Bronze

EARTH DAY TREE CLIMB Must be received by March 3, 2025

- \$1,000 Platinum \$750 Gold \$500 Silver \$250 Bronze

SPRING AFFAIR Must be received by January 17, 2025

- \$3,000 Platinum \$2,000 Gold \$1,000 Silver \$750 Bronze

WILDFLOWER WEEK Must be received by April 11, 2025

- \$1,500 Platinum \$1,000 Gold \$500 Silver \$250 Bronze

GARDEN WALKS Must be received by May 2, 2025

- \$1,000 Platinum \$750 Gold \$500 Silver \$250 Bronze

OTHER OPPORTUNITIES

- \$1,000 Plant Talks Receive by December 13, 2024 \$750 E-News Receive date depends on month \$500 The SEED Receive by November 5, 2024 \$250 Awards Receive by October 11, 2024

Sponsorship Total: \$ _____ Check Enclosed Please Send an Invoice

Company: _____ Main Contact Name: _____

Email: _____ Phone: _____

Mailing Address: _____

Billing Contact Name (if different): _____ Billing Phone: _____

Billing Email: _____

PLANTS & PINTS

TUESDAY, OCTOBER 22, 2024

This ever-popular event gives NSA members and friends a chance to sit back and relax at the end of the gardening season. There is time for socializing with friends as well as a short, informative talk presented by a different expert each year. This year, Jim Locklear, Director of Conservation at Lauritzen Gardens, will speak about his new book.

\$1,500-PLATINUM SPONSOR

- Six tickets to the event and a reserved table
- A bottle of wine at your table
- Your logo on the NSA website and event page
- Your logo on the printed event program
- Four dedicated social media posts with company logo

\$1,000-GOLD SPONSOR

- Four tickets to the event
- Your logo on the NSA website and event page
- Your logo on the printed event program
- Three dedicated social media posts with company logo

\$500-SILVER SPONSOR

- Two tickets to the event
- Your logo on the event web page
- Two dedicated social media post with company logo

\$250-BRONZE SPONSOR

- Two tickets to the event
- Your logo on the event web page

EARTH DAY TREE CLIMB

SATURDAY, APRIL 26, 2025

Each year, Earth Day Omaha at Elmwood Park includes a Tree Climb for all in the champion white oak tree in the park. Everyone delights in harnessing up to be an arborist for a day while they trek to the canopy.

\$1,000-PLATINUM SPONSOR

- Two reserved time slots for the climb
- Your logo on the event t-shirts
- Your logo on the banner that wraps the tree's trunk
- Your logo on the NSA website and event page
- Four dedicated social media posts with company logo

\$750-GOLD SPONSOR

- Your logo on the event t-shirts
- Your logo on the banner that wraps the tree's trunk
- Your logo on the event page
- Three dedicated social media posts with company logo

\$500-SILVER SPONSOR

- Your logo on the event t-shirts
- Your logo on the event page
- Two dedicated social media post with company logo

\$250-BRONZE SPONSOR

- Your logo on the event page
- One dedicated social media post with company logo

SPRING AFFAIR

APRIL 24-26, 2025

Our most popular event and the Great Plains' largest plant sale, Spring Affair kicks off spring with a bang. Each year 4,000 people shop for more than 90,000 plants at the Sandhills Global Event Center in Lincoln. The Spring Affair Preview Party & Sale gives people a chance to enjoy dinner and shop the sale before anyone else. More than 15,000 households receive Spring Affair News in the mail each February.

\$3,000-PLATINUM SPONSOR

- Eight tickets to Preview Party & Sale and a reserved table
- A bottle of wine at your table
- Option to have a sponsor booth during all sales times
- Your logo on the NSA website and event page
- Your logo in Spring Affair News
- Four dedicated social media posts with company logo

\$2,000-GOLD SPONSOR

- Eight tickets to Preview Party & Sale and a reserved table
- Your logo on the NSA website and event page
- Your logo in Spring Affair News
- Three dedicated social media posts with company logo

\$1000-SILVER SPONSOR

- Four tickets to Preview Party & Sale
- Your logo on the event page
- Your Logo in Spring Affair News
- Two dedicated social media post with company logo

\$750-BRONZE SPONSOR

- Two tickets to Preview Party & Sale
- Your logo on the event web page
- One dedicated social media post with company logo
OR your logo in Spring Affair News

WILDFLOWER WEEK

JUNE 1-7, 2025

June starts with Wildflower Week, a week's worth of events hosted throughout the state to celebrate the beauty and encourage conservation of our state's native wildflowers. We work with our partners to host events border to border, and the NSA staff hit the road to host events in western Nebraska, including guided wildflower walks, plant talks and "Tree-via."

\$1,500-PLATINUM SPONSOR

- Four tickets to all ticketed Wildflower Week events
- Your logo on the NSA website and event page
- Your logo on the postcard invitation mailed to all members
- Four dedicated social media posts with company logo

\$1,000-GOLD SPONSOR

- Two tickets to all ticketed Wildflower Week events
- Your logo on the NSA website and event page
- Your logo on the postcard invitation mailed to all members
- Three dedicated social media posts with company logo

\$500-SILVER SPONSOR

- Your logo on the event web page
- Two dedicated social media post with company logo

\$250-BRONZE SPONSOR

- Your logo on the event web page

GARDEN WALKS

JULY, 2025

A favorite among our members, our Lincoln and Omaha Garden Walks offer the opportunity for home gardeners to show off the results of their hard work in creating purposeful beauty using native and well-adapted plants. The garden walks allow gardeners to encourage each other and illustrate what can be accomplished with some elbow grease and determination.

\$1,000-PLATINUM SPONSOR

- Six tickets to both nights
- Your logo on a yard sign at each garden
- Your logo on the NSA website and event page
- Your logo on map and garden descriptions
- Four dedicated social media posts with company logo

\$750-GOLD SPONSOR

- Four tickets to both nights
- Your logo on a yard sign at one garden
- Your logo on the NSA website and event page
- Your logo on the map and garden descriptions
- Three dedicated social media posts with company logo

\$500-SILVER SPONSOR

- Two tickets to either the Lincoln OR Omaha Garden Walk
- Your logo on the event web page
- Two dedicated social media posts with company logo

\$250-BRONZE SPONSOR

- One ticket to either the Lincoln OR Omaha Garden Walk
- Your logo on the event web page

OTHER OPPORTUNITIES

\$1,000-PLANT TALKS

- January-March, virtual talks presented by experts every other week with an average of 150 registrations per talk.
- Benefits Include:
 - One exclusive Plant Talk for your company or personal invitees
 - Your logo on the welcome slide of each Plant Talk and the event webpage
 - Four dedicated social media posts

\$750- E-NEWS SPONSOR

- Sponsor one month of our E-Newsletter (2 editions/month reaching 7,000 people with a 45% open rate).
- Benefits Include:
 - Your logo and/or company name listed as an e-news sponsor
 - One optional story or promotion for your company (restrictions apply)
 - Three dedicated social media posts

\$500-THE SEED

- The Seed is our annual magazine mailed to more than 1,000 of our members and stakeholders each January.
- Benefits Include:
 - Your logo and/or company name in the printed publication
 - Two dedicated social media posts

\$250-NSA AWARDS

- November 1, 2024. Awards are presented to individuals and organizations based on their contributions to tree planting and garden making throughout the state.
- Benefits Include:
 - Your logo on the event webpage and the printed program
 - One dedicated social media post with your logo.

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 diverse 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 inspire people 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

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