



NEBRASKA STATEWIDE

**Arboretum**

# Sponsorship Opportunities

2025-2026

Corporate support that takes root and thrives



Visit Website

[plantnebraska.org/sponsor](http://plantnebraska.org/sponsor)



# Plant Nebraska with Us

Planting Nebraska is easy—when we do it together. Join us as we work to create healthier environments, vibrant communities and a more resilient environment. Your support will enable us to continue our work of tree planting, garden making, education and community building.

Sponsoring the Nebraska Statewide Arboretum shows your customers and potential clients that you care about making Nebraska communities a place where everyone wants to live, work and play.

## Mission & Values

### Our Mission

We Plant Nebraska for healthy people, vibrant communities and a resilient environment.

### Our Values

- We believe in purposeful beauty
- We believe in science, smart reasoning and sound evidence
- We believe trees and plants have the power to connect
- We believe relationships matter
- We believe individuals can make a difference
- We believe in transparency and integrity





# Our Impact

With each and every project we support, we focus on walking alongside community members and volunteers to support the goals and dreams they have for their community. Here, we're sharing a few details about some of the work we've supported and its impact on the community. If you want to learn more about other projects and work we've done, take a look at our annual report at [plantnebraska.org](https://plantnebraska.org) or set up a time with Hanna to learn more about specific projects.

## City of Arapahoe

After the City of Arapahoe completed a downtown revitalization project to replace old and damaged sidewalks, it was time to focus on beautification.

"We get a lot of traffic through the business district," said Economic Development Consultant Bobbi Petit. "We want to encourage people to slow down and take a look around as they are coming through our community."

The City of Arapahoe's "green team" applied for and was awarded \$5,000 in Greener Towns and Waterwise grant funding for plantings in the beds along the main street. Western Nebraska Community Forester Chrissy Land led the team in a series of online brainstorming meetings to plan and design the beds.

More than a dozen volunteers turned out to pitch in on planting day. "We had so many volunteers, what was supposed to take three hours only took 45 minutes," said Petit.

The volunteers planted nearly 450 trees, perennials and grasses and laid down pine needle mulch in 12 beds.

"Chrissy is the reason the people in Arapahoe will get to enjoy a nice downtown with beautiful shade trees in the years to come," said Petit. "The trees and plants are amazing, but Chrissy's guidance, expertise and wisdom were priceless."

## 2024 By the Numbers



**\$380,248 grant dollars distributed**



**8,870 trees planted**



**62,157 plants in the ground**



**64,340 people reached**





# Mission Sponsors

Provide support for our mission and gain recognition across all the work we complete throughout 2025-2026. These sponsorships are not tied to specific events.



01

## Premier Partner

Contribution: \$10,000+

All benefits from Community Cultivator, as well as your logo on the sponsor banner in the sales greenhouse, a feature in a printed member newsletter, an optional employee volunteer day in the greenhouse, a branded give-away at an event and a reserved table at Spring Affair Preview Party.

02

## Community Cultivator

Contribution: \$5,000

All benefits from Neighborhood Nurturer, as well as your logo on event signage, an e-news spotlight and two tickets to each ticketed event.

03

## Neighborhood Nurturer

Contribution: \$2,500

All benefits from Seedling Starter, as well as one post on our social media channels and recognition at events, including listing on all printed programs.

04




## Seedling Starter

Contribution: \$1,000

Company logo or individual name listed on the website and in the printed annual report.



# Plants & Pints

-  October 28, 2025
-  Ashland
-  Return sponsorship by October 1, 2025






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 an informative talk presented by a different expert each year.

## Levels and Benefits

Level	Benefits
Platinum, \$1,500	Gold level benefits, plus a reserved table, your logo on the homepage of our website, and two social media posts.
Gold, \$1,000	Bronze level benefits, plus four tickets to the event, your logo on the printed program and one dedicated social media post.
Silver, \$500	Bronze level benefits, plus two tickets to the event
Bronze, \$250	Your logo on the event webpage and verbal announcement at the event



## Awards

-  November 2025
-  Lincoln
-  Return sponsorship by October 13, 2025

Awards are presented to individuals and organizations based on their contributions to tree planting and garden making throughout the state.

## Levels and Benefits

Level	Benefits
Platinum, \$1,500	Gold level benefits, plus two social media posts and the opportunity to present an award at the event
Gold, \$1,000	Silver level benefits, plus your logo on our website homepage and one social media post
Silver, \$500	Bronze level benefits, plus your logo on the printed program
Bronze, \$250	Your logo on the event webpage

# Plant Talks



January-March, 2026



Virtual



Return sponsorship by December 1, 2025

These virtual talks on a variety of topics from sustainable landscaping to native trees of Nebraska are presented by experts every other week with an average of 150 registrations per talk.



## Levels and Benefits

Level	Benefits
Platinum, \$1,500	Gold level benefits, plus two social media posts and one exclusive Plant Talk for your company or personal invitees
Gold, \$1,000	Silver level benefits, plus your logo on our website homepage and one social media post
Silver, \$500	Bronze level benefits, plus your logo on the welcome slide of each Plant Talk
Bronze, \$250	Your logo on the event series webpage



## Earth Day Tree Climb



April 25, 2026



Omaha



Return sponsorship by March 1, 2026

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.

## Levels and Benefits

Level	Benefits
Platinum, \$1,500	Gold level benefits, plus your logo on the banner that wraps the tree's trunk and two social media posts
Gold, \$1,000	Silver level benefits, plus your logo on the homepage of our website and one social media post
Silver, \$500	Bronze level benefits plus your logo on the event t-shirts
Bronze, \$250	Your logo on the event webpage

# Spring Affair



April 23-25, 2026



Lincoln



Return sponsorship by January 7, 2026

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 17,000 households receive Spring Affair News in the mail each February.



## Levels and Benefits

Level	Benefits
Platinum, \$3,000	Gold level benefits, plus a reserved table for eight at Preview Party & Sale, an option to have a sponsor booth during all sales times and your logo in the April e-news editions
Gold, \$2,000	Silver level benefits, plus four tickets to Preview Party & Sale and two social media posts
Silver, \$1,000	Bronze level benefits, plus two tickets to Preview Party & Sale and your logo on our website homepage
Bronze, \$500	Your logo on the event webpage and in Spring Affair News



## E-News



Monthly



Virtual



Return sponsorship at least 30 days prior to the start of the month you would like to sponsor

Our E-newsletter is distributed twice per month to more than 8,000 subscribers with an average open rate of more than 50% for each issue (industry average is 26-29%).

## Levels and Benefits

Level	Benefits
Platinum, \$1,500	Your logo featured in the sponsor section of six editions of your choice, a spotlight in one edition and your logo on our website homepage
Gold, \$1,000	Your logo featured in the sponsor section of four editions of your choice and your logo on our website homepage
Silver, \$500	Your logo featured in the sponsor section of two editions of your choice
Bronze, \$250	Your logo featured in the sponsor section of one edition of your choice



# Wildflower Week



June 1-7, 2026



Statewide



Return sponsorship by April 1, 2026

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."



## Levels and Benefits

Level	Benefits
Platinum, \$1,500	Gold level benefits plus two social media posts and your logo on the postcard invitation mailed to all members
Gold, \$1,000	Silver level benefits plus one social media post and your logo on our website homepage
Silver, \$500	Bronze level benefits plus a sponsor thank you in a May e-news edition
Bronze, \$250	Your logo on the event webpage

## Garden Walks



July, 2026



Lincoln & Omaha



Return Sponsorship by May 1, 2026

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.

## Levels and Benefits

Level	Benefits
Platinum, \$1,500	Gold level benefits, plus your logo on a yard sign at a garden featured in each walk and two social media posts
Gold, \$1,000	Silver level benefits plus your logo on our website homepage and your logo on the map and garden descriptions
Silver, \$500	Bronze level benefits plus a ticket to both walks
Bronze, \$250	Your logo on the event webpage

# BYOS: Build Your Own Sponsorship

We get it, the rules aren't for you. You've always marched to the beat of your own drum...which is why we have BYOS! Tell us your ideas, and we'll be happy to put together a custom package to fit your needs. We've provided some examples below, but don't be afraid to plant outside the raised beds.



## Sponsored Internships

Let the next generation of tree planters and garden designers know that your company supports them from the very beginning of their careers.



## Sustainable Branded Materials

Let's talk about booth events. We all do 'em and we all know people want the stuff. Let's work together to provide *good stuff*—water bottles, canvas bags, handheld fans, hats, whatever keeps the dream alive (and your logo front and center).



## Sponsored Planting Projects

We don't have enough grant funding to fund every project request that comes our way. Make a dream come true by sponsoring a tree or garden planting.



## Employee and Networking Events

So, we really like talking about plants...and trees...and our work. We'd love to work with you to design an event just for you and your employees or clients where we can share our expertise, but in a fun way. Trivia anyone?

We will do our best to accommodate all requests while staying true to our mission and prioritizing our events and programs. We may not be able to accommodate all BYOS requests.



**Contact Hanna Pinneo**  
hpinneo2@unl.edu  
402-472-2945



# 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 sponsorship once payment is received. NSA staff will then reach out to ensure you receive all the benefits outlined for each level.

## Mission Sponsor

- |  |   |  |  |
|--|---|--|--|
| <input type="radio"/> \$10,000 Premier | <input type="radio"/> \$5,000 Community | <input type="radio"/> \$2,500 Neighborhood | <input type="radio"/> \$1,000 Seedling |
|--|---|--|--|

## Plants & Pints

- |  |                                    |                                    |                                    |
|--|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> \$1,500 Platinum | <input type="radio"/> \$1,000 Gold | <input type="radio"/> \$500 Silver | <input type="radio"/> \$250 Bronze |
|--|------------------------------------|------------------------------------|------------------------------------|

## Awards

- |  |                                    |                                    |                                    |
|--|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> \$1,500 Platinum | <input type="radio"/> \$1,000 Gold | <input type="radio"/> \$500 Silver | <input type="radio"/> \$250 Bronze |
|--|------------------------------------|------------------------------------|------------------------------------|

## Earth Day Tree Climb

- |  |                                    |                                    |                                    |
|--|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> \$1,500 Platinum | <input type="radio"/> \$1,000 Gold | <input type="radio"/> \$500 Silver | <input type="radio"/> \$250 Bronze |
|--|------------------------------------|------------------------------------|------------------------------------|

## Spring Affair

- |  |                                    |                                      |                                    |
|--|------------------------------------|--------------------------------------|------------------------------------|
| <input type="radio"/> \$3,000 Platinum | <input type="radio"/> \$2,000 Gold | <input type="radio"/> \$1,000 Silver | <input type="radio"/> \$750 Bronze |
|--|------------------------------------|--------------------------------------|------------------------------------|

## E-News

- |  |                                    |                                    |                                    |
|--|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> \$1,500 Platinum | <input type="radio"/> \$1,000 Gold | <input type="radio"/> \$500 Silver | <input type="radio"/> \$250 Bronze |
|--|------------------------------------|------------------------------------|------------------------------------|

## Wildflower Week

- |  |                                    |                                    |                                    |
|--|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> \$1,500 Platinum | <input type="radio"/> \$1,000 Gold | <input type="radio"/> \$500 Silver | <input type="radio"/> \$250 Bronze |
|--|------------------------------------|------------------------------------|------------------------------------|

## Garden Walks

- |  |                                    |                                    |                                    |
|--|------------------------------------|------------------------------------|------------------------------------|
| <input type="radio"/> \$1,500 Platinum | <input type="radio"/> \$1,000 Gold | <input type="radio"/> \$500 Silver | <input type="radio"/> \$250 Bronze |
|--|------------------------------------|------------------------------------|------------------------------------|

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: \_\_\_\_\_



# Our Team



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



Toby Burnham, Member and Affiliate Coordinator  
toby.burnham@unl.edu, 402-472-2971



Michelle DeRusha, Communications & Events Coordinator  
mderusha2@unl.edu, 402-472-8478



Justin Evertson, Green Infrastructure Coordinator  
jevertson1@unl.edu, 402-472-6604



Bob Henrickson, Horticulture Program Coordinator  
rhenrickson2@unl.edu, 402-472-7855

# Tell Your Plants We Said Hi



## More Information



**Hanna Pinneo**  
402-472-2945  
hpinneo2@unl.edu  
P.O. Box 830964  
Lincoln, NE 68583-0964



**Visit Website**  
[plantnebraska.org/sponsor](http://plantnebraska.org/sponsor)