



# ReTree Steamboat 2016 Sponsorship

**Sponsorship Contact:**  
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Around the country and here in Colorado, trees are a barometer for the changes in our climate—heat and drought are stressing our local forests, allowing insects and disease to attack native species and wildfires to threaten trees much older than our country.

From lodgepole pines to quintessential Steamboat aspen groves, the forest is essential to our sense of place and local economy here in the Yampa Valley. YVSC's ReTree program has made our forests more resilient. But more importantly, ReTree is getting people of all ages—especially kids—connected and committed to our local forests. Since 2010, ReTree Steamboat has brought our community together to plant trees. YVSC has engaged 2,233 volunteers to plant and care for 24,826 trees as part of ReTree! **Your sponsorship will make a difference in the lives of hundreds of volunteers who plant and care for trees AND provide a home for wildlife, cleaner air, and shelter, shade and beauty for future generations.**

For the second year, YVSC will be partnering with local artists in our efforts to inspire and engage our entire community in appreciating and protecting the forests that surround us in the Yampa Valley.



## Gain Wide Exposure for Your Investment

ReTree marketing and events will happen all throughout 2015, making it an excellent opportunity to connect with a variety of potential customers:

- **PLANTINGS:** Six tree-planting events at a variety of Routt County locations spring thru fall
  - Approximately 200 volunteers needed (volunteers receive ReTree t-shirts with your logo!)
  - Plantings dates remain TBD but will take place at three different locations.
- **ENGAGING YOUTH:** Youth service-learning projects to care for and monitor the trees in the summer, fall and spring:
  - Approximately 100 students
- **RETREE AS ART:** Partnership with the Steamboat Springs Art Council at the Depot:
  - Art exhibit at the Depot featuring artists who are inspired by trees
  - First Friday Art Walk
  - ReTree celebration and volunteer thank you party
  - Art workshop(s)
  - Talking Green Educational Workshop
- **WIDESPREAD COVERAGE:** Posters, website, e-newsletter, social media, banner, t-shirts, print ads, and more – keep reading!

## ReTree Steamboat 2016 Sponsorship Opportunities

YVSC is seeking sponsors to help offset costs associated with all aspects of this important community program. As a sponsor of ReTree your financial contribution will go toward trees, equipment, youth service-learning projects, volunteer appreciation and program/event coordination. Learn more at [www.yvsc.org/retree](http://www.yvsc.org/retree).

**Expand Your Marketing Reach:** YVSC has a solid track record of robust communications, social media, marketing and outreach and can provide your business with widespread exposure and recognition at ReTree events and in the community throughout the year.

**Build a Strong Team:** ReTree planting events provide a fun volunteer opportunities for your employees. You can increase employee engagement and morale and build a stronger team while you work with YVSC to create a sustainable community!

**Receive Tax Benefits for Your Sponsorship:** Since YVSC is a 501 (c) (3) nonprofit, if your business is a sole proprietorship or corporate entity that passes through income to primary shareholders, your sponsorship may be considered a charitable deduction on your personal taxes. Alternatively, your sponsorship may be considered a current and deductible marketing expense within your business financials. Please consult with your tax advisor for details.



Partnership/Marketing Benefits	Levels			
	Blue Spruce \$5,000 Limited to 1	Douglas Fir \$2,500 Limited to 3	Lodgepole Pine \$1,000 Limited to 6	Engelmann Spruce \$500 Unlimited
Exclusive top sponsorship for ReTree Steamboat 2016, right of first refusal for following year	•			
Your company banner at all ReTree events – plantings, art exhibit, workshops	•			
Two free ads in monthly YVSC e-newsletter (1,858 subscribers)	•			
Logo featured on home page of YVSC website for 3 months (14,464 site visits annually)	•			
Logo with link featured on ReTree webpage for 12 months	•	•		
Logo on spring and fall event posters (50 each)	•	•		
Tiered placement of logo on ReTree banner	•	•	•	
Tiered placement of logo on ReTree volunteer T-Shirts (200)	•	•		
Tiered placement of logo on print ads in Steamboat Today (10+ ads)	•	•		
Tiered placement of logo on ReTree event e-vites and YVSC e-newsletter (1,858 subscribers)	•	•	•	
Sign for your business showing employees and customers you are a ReTree sponsor	•	•	•	•
Recognition of sponsor level in announcements at events	•	•	•	•
Recognition of sponsorship in social media (1,042 Facebook likes, 1,625 Twitter followers)	•	•	•	•
Volunteer opportunities for employees	•	•	•	•
Business name on ReTree webpage			•	•
Business name on spring and fall event posters (100 each)			•	•
Business name on ReTree banner				•
Business name on ReTree volunteer T-Shirts (200)			•	•
Business name on print ads in Steamboat Today (10+ ads)			•	•
Business name on event e-vites and YVSC e-newsletter (1,858 subscribers)				•