



## Show your community they are appreciated & bring in new business – **Sponsor a free tree giveaway!**

The Tree Bank Foundation will assist your business in hosting a free tree giveaway by taking the registration information from the customer, providing educational material about the tree, purchasing and delivering the trees to a community and site of your choice. Your employees can volunteer to assist at the event or the Tree Bank Foundation will provide volunteers for the day.

In appreciation for your sponsorship, the Tree Bank Foundation will work with your public relations department to generate:

- Logo on the t-shirt\*
- Logo on the event banner
- Prominent mention in a press release (“\_\_\_\_\_ presents a tree giveaway event...”); all previous press releases regarding tree giveaways have been printed in local newspapers
- Posters to place in your lobby
- An article in the Tree Bank Foundation newsletter (distributed to 1,500 supporters)
- Dedicated Facebook ad (seen by 2,000 Facebook users in Oklahoma)
- Online acknowledgement throughout the year (annual online traffic is 2,000+ visitors)

How much do you usually pay to reach out to your community? The cost of a tree giveaway sponsorship is \$25 per tree, with a minimum of 50 trees ordered. \*To include t-shirts in your sponsorship, the cost is \$30 per tree.

Why is a tree giveaway good for business?

- Homeowners are the primary demographic to attend tree giveaway events, followed by neighborhood associations interested in greening their communal space
- Trees increase the property value of your area (an estimated 3% for every mature tree)
- Tree-filled neighborhoods report fewer car accidents and lower costs of utility bills
- Tree-lined commercial districts report more frequent and longer lasting shopping trips, resulting in 12% more spent per customer
- The aesthetic and environmental benefits of trees are universally recognized by all demographics
- The tree recipient will think of you every time they look at their tree (and will tell their friends and neighbors, too!)



For more information or to set up your tree giveaway event, call 405.702.4050 or email [nlargent@thetreebank.org](mailto:nlargent@thetreebank.org).

