

## Tree Canopy Improvement Sponsorship Levels

### Overview

Keep Omaha Beautiful has planted over 4,500 trees since 2018 in fulfillment of our mission of fostering environmental and community stewardship through education, service, and advocacy. After five years of replacing trees affected by the invasive Emerald Ash Borer, we launched our Trees for Tomorrow program with the generous support of public and private philanthropic partners. Each year, we plant between 500-600 trees at Omaha's city parks, along trails and streets, and at local schools. With a 95% year-one survival rate, our trees help reduce urban temperatures during the hot summer months, mitigate greenhouse gas emissions, reduce noise pollution, provide habitat for wildlife, assist with stormwater management and water retention, replace storm-damaged trees, and improve Omaha's overall health and well-being.

Private donors make this initiative possible. Please explore our sponsorship opportunities below.

### Sponsorship Levels

**Seedling Supporter - \$2,500:** Support 4-10 trees at a Trees for Schools planting

**Tree Planting Sponsor - \$5,000:** Support 40+ trees at a volunteer planting

**Annual Tree Champion - \$10,000+:** Be a lead supporter for Trees for Schools

**Annual Canopy Caretaker - \$15,000:** Support *all* plantings throughout the year

**Private Planting Event - \$25,000+:** *Exclusive* sponsorship of a large public or private planting

**Custom Sponsorship Package - varies:** Customize your support

**In-Kind Sponsorship - varies:** Support one or more plantings with products like food & drinks

### Contact

For questions and sponsorship inquiries, please contact Nate Johnson, Director of Operations, at [nate.johnson@keepomahabeautiful.org](mailto:nate.johnson@keepomahabeautiful.org) or (402) 444-7737.





## Tree Canopy Improvement Sponsorship Levels

### Seedling Supporter - \$2,500

*Six to Twelve Co-Sponsorships Available per Year*

#### Overview

- Support Keep Omaha Beautiful's *Trees for Tomorrow School Program* by supporting an individual tree planting at a local school.
- *Trees for Tomorrow School Program* tree plantings vary from 4 to 10 trees. All trees are planted by students as the culminating event after a multi-week education program.
- School tree plantings occur four times per year, two in the spring and two in the fall.
- Costs vary based on the number of trees planted at the selected school. Sponsorship also supports program supplies for the education portion of the program.
- Past examples include: Planting at Liberty Elementary (2024), where four trees were planted with the assistance of 90 students, and Northwest High School (2022), where 25 trees were planted by 30 students.

#### Sponsor Benefits

Your organization will be recognized in the following ways:

- Logo prominently displayed on the sponsor banner for the planting, ensuring high visibility.
- Verbal acknowledgment during the event welcome.
- Featured in a social media post highlighting the tree planting.
- Featured in a KOB e-newsletter after the tree planting.
- Listed in KOB's Annual Report.

Note: Since this program focuses on the students, no tree-planting volunteer opportunities are available for this sponsorship. If interested, KOB is happy to work with you to find another volunteer opportunity for your organization.



## Tree Canopy Improvement Sponsorship Levels

### Tree Planting Sponsor - \$5,000

*Six Co-Sponsorships Available per Year*

#### Overview

- Support one volunteer tree-planting event in Keep Omaha Beautiful's *Trees for Tomorrow* program.
- Volunteer tree plantings vary from 40 to 200+ trees and activate between 50 and 100+ volunteers, depending on the park selected for that year.
- Volunteer tree plantings occur at least once yearly, typically in the fall, in public spaces such as parks or trails.
- Costs vary based on the number of trees planted in the selected park.
- Past examples include: Ta-Ha-Zouka Park (2024), where 75 trees were planted by 100 volunteers, and the North Omaha Trail (2022), where 169 trees were planted by 100+ volunteers.

#### Sponsor Benefits

Your organization will be recognized in the following ways:

- Logo prominently displayed on the sponsor banner for the event, ensuring high visibility.
- Verbal acknowledgment during the event welcome.
- Featured in a social media post highlighting the tree planting.
- Featured in a KOB e-newsletter after the tree planting.
- Listed in KOB's Annual Report.
- Volunteer opportunities are available at the selected tree planting for volunteers from your organization. If interested, KOB is happy to work with you to find an additional volunteer opportunity for your organization.



## Tree Canopy Improvement Sponsorship Levels

### Annual Tree Champion - \$10,000+

*Three Sponsorships Available per Year*

#### Overview

- Support all Keep Omaha Beautiful's *Trees for Tomorrow School Program* tree planting events.
- *Trees for Tomorrow School Program* tree plantings involve approximately 10 trees based on school need. All trees are planted by students as the culminating event after a multi-week education program.
- School tree plantings occur four times per year, two in the spring and two in the fall.
- Costs vary based on the number of trees planted at each selected school. Sponsorship also supports program supplies for the education portion of the program.
- Past examples include: Planting at Liberty Elementary (2024), where four trees were planted with the assistance of 90 students, and Northwest High School (2022), where 25 trees were planted by 30 students.

#### Sponsor Benefits

Your organization will be recognized in the following ways:

- Logo included in the program journals created for all *Trees for Tomorrow School Program* schools. The program journals are used by each student throughout the education program. Each school typically has 40 to 100 students participating. Total reach annually of 120 to 400 students.
- Logo displayed on sponsor banners for all *Trees for Tomorrow School Program* plantings.
- Verbal acknowledgment during the event introduction at all *Trees for Tomorrow School Program* plantings.
- Featured in two social media posts, one highlighting spring plantings and one for fall.
- Featured in an additional social media post highlighting the annual sponsorship.
- Featured in a KOB e-newsletter following each planting season.
- Listed in KOB's Annual Report.

Note: Since this program focuses on the students, no tree-planting volunteer opportunities are available for this sponsorship. If interested, KOB is happy to work with you to find another volunteer opportunity for your organization.



## Tree Canopy Improvement Sponsorship Levels

### Annual Canopy Caretaker - \$15,000

*Three Sponsorships Available per Year*

#### Overview

- Support Keep Omaha Beautiful's *Trees for Tomorrow* program and the Omaha tree canopy by sponsoring all tree plantings for the year, including volunteer plantings and all *Trees for Tomorrow School Program* tree-planting events.
- Volunteer tree plantings vary from 40 to 200+ trees and activate between 20 and 100+ volunteers, depending on the park selected for that year.
  - Volunteer tree plantings occur at least once per year, typically in the fall, in public spaces such as parks or trails.
  - Costs vary based on the number of trees planted in the selected park.
  - Past examples include: Ta-Ha-Zouka Park (2024), where 75 trees were planted by 100 volunteers, and the North Omaha Trail (2022), where 169 trees were planted by 100+ volunteers.
- *Trees for Tomorrow School Program* plantings vary from 4 to 20+ trees. All trees are planted by students as the culminating event after a multi-week education program.
  - School tree plantings occur four times per year, two in the spring and two in the fall.
  - Costs vary based on the number of trees planted at selected schools. Sponsorship also supports program supplies for the education portion of the program at all schools.
  - Past examples include: Planting at Liberty Elementary (2024), where four trees were planted by 90 students, and Northwest High School (2022), where 25 trees were planted by 30 students.

#### Sponsor Benefits

Your organization will be recognized in the following ways:

- Logo included in the program journals created for all *Trees for Tomorrow School Program* schools. The program journals are used by each student throughout the education program. Each school typically has 40 to 100 students participating. Total reach annually of 120 to 400 students.
- Logo displayed on sponsor banners for all *Trees for Tomorrow School Program* plantings.
- Logo prominently displayed on the sponsor banner for all volunteer tree plantings, with high visibility.
- Verbal acknowledgment during the event introduction at all *Trees for Tomorrow School Program* plantings and all volunteer tree plantings.
- Featured in three social media posts, one highlighting spring school plantings, one for fall school plantings, and one for volunteer tree plantings.
- Featured in an additional social media post highlighting the annual sponsorship.
- Featured in a KOB e-newsletter following each planting season.
- Listed in KOB's Annual Report.
- Volunteer opportunities are available at the volunteer tree planting for volunteers from your organization. If interested, KOB is happy to work with you to find an additional volunteer opportunity for your organization.



## Tree Canopy Improvement Sponsorship Levels

### Private Planting Event - \$25,000+ (40 or more trees)

*One Sponsorship Available per Year*

#### Overview

- Support Keep Omaha Beautiful's *Trees for Tomorrow* Program by hosting a private tree planting. The host organization will serve as the exclusive sponsor for this planting.
- Employees and their family members and/or guests from your organization can volunteer to help plant trees in a pre-selected public location in the spring or fall. *\*Due to KOB's event schedule, spring is preferred.*
- The planting date will be determined based on the availability of your organization and Keep Omaha Beautiful. A backup rain date will also be selected.
- The planting event will start with an educational presentation and demonstration tree planting. Volunteers will then break up into groups of 3 to 5 to plant trees.
- Holes will be pre-augered by KOB's contractor, and trees and bags of mulch will be preset near the holes.
- Employee volunteers will plant the trees using the excavated soil and place mulch around the planting sites. KOB will provide all supplies (shovels, rakes, gloves, etc.).
- KOB coordinates all arrangements for the sponsored tree planting, including: permit approvals for planting locations, coordinating with Omaha's Parks & Recreation Department and the planting contractor, and arranging tree maintenance and watering during the critical establishment period.
- KOB staff will send reminder emails and information to all employee volunteers before the tree planting and be onsite to coordinate all employee volunteers for the planting day.
- Past examples include: Crosskey Villages and Hefflinger Park (2021), where employee volunteers planted 90 trees.

#### Sponsor Benefits

Your organization will be recognized in the following ways:

- Logo on a sponsorship banner for photo opportunities at the event.
- Featured in a social media post highlighting photos from the tree planting.
- Featured in a KOB e-newsletter after the tree planting.
- Listed and thanked in KOB's Annual Report.
- Your organization can invite volunteers in proportion to the number of trees to be planted. Volunteer opportunities can either be exclusive to the organization's employees or opened up to employee family members and guests.
- KOB can provide all attendees with refreshments, such as tree-themed cookies or a similar treat after the event.
- If your organization would like to coordinate other activities as part of the planting day, such as a food truck or catered lunch, you are welcome to do so. This would not be included in the sponsorship, but KOB can adjust the schedule around other planned activities with advance notice.



## Tree Canopy Improvement Sponsorship Levels

### Custom Sponsorship Package

*Multiple Sponsorships Available per Year*

#### Overview

- Customize your sponsorship package based on your interest and capacity.
- Mix and match from other packages or bring in new options to support Omaha's tree canopy while meeting your goals.
- Work with Keep Omaha Beautiful's on-staff certified Arborist and our Director of Operations to develop a plan of support that maximizes your impact

#### Sponsor Benefits

Your organization will be recognized in the following ways:

- Logo on a sponsorship banner for photo opportunities at the event.
- Featured in a social media post highlighting photos from the tree planting.
- Featured in a KOB e-newsletter after the tree planting.
- Listed and thanked in KOB's Annual Report.
- Your organization can invite volunteers in proportion to the number of trees to be planted. Volunteer opportunities can either be exclusive to the organization's employees or opened up to employee family members and guests.
- Other benefits as determined during the sponsorship process.

### In-Kind Sponsorship

*Multiple Sponsorships Available per Year*

#### Overview

- Support Keep Omaha Beautiful's *Trees for Tomorrow* Program by providing services or items like supplies, food and drink, or more.
- Examples include: coffee and pastries, mulch for trees, publicity support, specialized services, and more.

#### Sponsor Benefits

Your organization will be recognized in the following ways:

- Logo on a sponsorship banner for photo opportunities at the event.
- Featured in a social media post highlighting photos from the tree planting.
- Featured in a KOB e-newsletter after the tree planting.
- Listed and thanked in KOB's Annual Report.
- Other benefits as determined during the sponsorship process.





# Trees for Tomorrow

Keep Omaha Beautiful

## COMPANY & CONTACT INFORMATION

COMPANY NAME:

ADDRESS WITH CITY, STATE, ZIP:

PRIMARY CONTACT NAME:

PRIMARY EMAIL:

PHONE:

LOGISTICS CONTACT NAME  
(IF DIFFERENT):

LOGISTICS CONTACT EMAIL:

## SPONSORSHIP OPTIONS

SELECT DESIRED SPONSORSHIP LEVEL

PRICE

SEEDLING SPONSOR

\$2,500

TREE PLANTING SPONSOR

\$5,000

ANNUAL TREE CHAMPION

\$10,000

ANNUAL CANOPY CARETAKER

\$15,000

PRIVATE PLANTING

\$25,000+

CUSTOM SPONSORSHIP PACKAGE

VARIES

IN-KIND SPONSORSHIP

VARIES

PLEASE RETURN THIS FORM WITH CHECK TO:  
KEEP OMAHA BEAUTIFUL 1819 FARNAM ST,  
SUITE 306, OMAHA, NE 68183

TOTAL: \_\_\_\_\_

QUESTIONS? CONTACT 402.444.7737 OR  
GRANTS@KEEPOMAHABEAUTIFUL.ORG

THANK YOU!