

Sponsor Arbor Day LNK

Bring Lincoln's Arbor Day celebrations to life

For more than 50 years, the Arbor Day Foundation has called Lincoln home. From our offices downtown, we live our mission to inspire people to plant, nurture, and celebrate trees around the world. Last year, we kicked off Lincoln's inaugural Arbor Day LNK event, with hundreds of trees given away and more than 1,000 attendees in Antelope Park.

Our goal for Arbor Day 2024 is to bring even more of the powerful benefits of trees to our hometown by distributing and planting trees where they're needed most.

We hope you'll join in growing good for our community by sponsoring the 2024 Arbor Day LNK tree planting festivities.



Arbor Day
Foundation

Arbor Day LNK

Why support tree planting?

We plant in cities and towns with a focus on areas that need trees most. Lincoln is no different. Trees planted in the right places are powerful tools to help address an array of challenges while supporting the City of Lincoln's **Climate Action Plan**.

COOLING HEAT ISLANDS

Lincoln is expected to see a 340% increase in the number of days with a heat index over 100°F in the coming decades.¹ And in communities with lots of hard surfaces that lack trees, it can be 15°F to 20°F hotter than in areas with healthy canopies.²

BOOSTING CLIMATE RESILIENCE

By 2050, the number of heavy precipitation days in Nebraska is expected to increase 15% to 30%.³ Trees are a natural defense against increasingly severe weather, absorbing runoff and mitigating flooding.⁴ Planted in the right place, they also shade homes, reducing electricity bills during hot months.

BOUNCING BACK FROM PESTS

The Emerald Ash Borer has taken a toll on Lincoln's ash trees.⁵ The communities most impacted by the removal of these trees are low- to moderate-income communities where resources to replace the trees are limited.

¹ Hegewisch, K.C., Abatzoglou, J.T., 'Future Climate Dashboard' web tool. **Climate Toolbox**, accessed on January 19, 2021.

² Druckenmiller, H. (2023, March 14). **Urban heat islands 101. Resources for the Future.**

³ Martha Shulski, "Nebraska's Changing Climate: Highlights from the 4th National Climate Assessment," **CropWatch**, December 6, 2018.

⁴ United States Environmental Protection Agency. (2023, November 8). **Soak up the rain: Trees help reduce runoff | US EPA.**

⁵ Grinvalds, J. (2023, September 8). **"Emerald Ash Borer" continues to plague Lincoln Trees.**



Arbor Day **LNK**

Your sponsorship of Arbor Day LNK events enables:

COMMUNITY TREE PLANTING

Weather permitting, a planting project during the week of Arbor Day 2024 will focus on a low-to moderate-income area of Lincoln that often bears the brunt of severe weather and tree loss. Sponsorship supports a tree planting event in a park identified by Lincoln Parks and Recreation as an area in need of trees, with a goal of planting 150 trees (or more!) to give all Lincoln residents more comfortable places to gather and play.

Top-level sponsors will also be invited to volunteer at this event to engage employees and literally get their hands dirty giving back to the community.

TREE DISTRIBUTION AT OUR COMMUNITY CELEBRATION

Sponsorship supports a community giveaway of 150+ free trees. Putting trees into the hands of residents allows them to bring cooling and energy-saving benefits directly to their yards while inspiring the next generation of Lincoln's tree planters.

This giveaway is hosted at the second annual Arbor Day LNK celebration, held April 28 from 12:30 p.m. - 3:30 p.m. in Antelope Park. Beyond giving away free trees, this event engages Lincolnites of all ages with:



Live music



Food trucks



Tree-centered talks
and demonstrations



Kids' activities



Group fitness classes



Educational booths



Arbor Day LNK

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To thank you for your support, sponsors will be represented at the Arbor Day LNK community celebration in the following ways:

	Canopy Sponsor: \$7,500	Branch Sponsor: \$5,000	Sprout Sponsor: \$2,500	Acorn Sponsor: \$500
Booth space at event	✓	✓	✓	✓
Logo on event website	✓ (large)	✓ (medium)	✓ (small)	✓ (listed)
Logo on event signage	✓ (large)	✓ (medium)	✓ (small)	✓ (listed)
Social promotion	✓*	✓**	✓***	✓****
Logo on promotional materials (i.e. flyer)	✓	✓ (listed)		
Employee volunteer opportunity at planting event	✓	✓		
Logo on giveaway tree tags	✓			
Logo on event merch	✓			
Press release/media coverage	✓			

*Mention in Facebook event description + 2 dedicated highlight posts | **2 dedicated highlight posts | ***2 group highlight posts | ****1 group highlight post

REPORTING

All sponsors will receive a report detailing the trees they supported through these events and the impact they are having on Lincoln neighborhoods for years to come.

Ready to grow the good at Lincoln's hometown Arbor Day celebrations?

Go to arbordaylnk.org or email arbordaylnk@arborday.org for more information and to become a sponsor.



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