



TREEFOLKS

2023 TreeFolks RootBall Gala & Silent Auction

October 26th | 6-10 PM

Texas Memorial Museum at UT Austin

Event Sponsor Packet



TREEFOLKS

# TreeFolks Mission:

To empower Central Texans to  
build stronger communities  
through planting and caring  
for trees.





# The Central Texas Leader in urban forestry and reforestation, TreeFolks manages four primary programs:

## NeighborWoods

Free tree adoption events for Austin residents.

## Education

Workshops, tree ID walks, seed collection, and service-learning.

## CommuniTrees

Community tree planting in parks, schools, preserves, and other public lands.

## Reforestation

Large-scale tree plantings generating carbon credits.



# TreeFolks Milestones:



- Planted **3 million trees**, since our founding in 1989.
- Distributed over 5,000 trees each year, totaling 165,000.
- Engaged more than **20,000 volunteers** since 2010, who collectively plant around 12,000 trees each year.
- Annually provide tree-focused educational experiences for **1,500 participants**.
- Led reforestation efforts in the **Lost Pines region** after the 2011 Bastrop wildfires and along the **Blanco River** following the 2015 floods.
- Manage an ongoing Central Texas floodplain reforestation program, now with **over 200 acres enrolled** in verified carbon credit generation.



# 2023 RootBall

This year, TreeFolks planted 80,000 trees in Central Texas and gave away 5,000 free trees to Austin residents.

Our annual RootBall supports TreeFolks programming, which helps strengthen community, creates equitable tree canopy cover, and builds climate resilience.



# 2023 RootBall

We're excited to host this year's RootBall at the newly renovated Texas Memorial Museum, the only science museum at the University of Texas at Austin.



Currently undergoing a \$4M renovation, the Texas Memorial Museum is home to meteorites, wildlife specimens, dioramas, and fossils, including this pterosaur (*Quetzalcoatlus northropi*) unearthed at Big Bend National Park.

The beautiful Art Deco-style building is nestled among trees and the Seven Mustangs statue at 2400 Trinity Street.

## Past RootBall Sponsors include:



Environmental  
Design, Inc.



Sponsor Level	Forest \$25,000	Grove \$10,000	Tree \$5,000	Sapling \$2,500
Acknowledgment as presenting sponsor	✓			
Speaking opportunity during event program	✓			
Custom hors d'oeuvres & champagne at your table	✓	✓		
Early entry & tour of TMM	Private group tour	✓	✓	✓
Listing on printed event program, banners, and website	Large logo	Logo	Logo	Name
Social media post on TreeFolks channels	8 posts	6 posts	4 posts	2 posts
Newsletter thank-you article	Feature with photo & quote	Feature with quote	Mention in article	Mention in article
# of tickets	12	8	6	4



# Our Reach

## Promotions through our newsletter and social media

### Social Media -

- Facebook - 8,364 followers
- Instagram - 3,391 Followers
- Twitter - 1,549 followers
- YouTube - 319 subscribers

Email Marketing - 18,920 Subscribers

### Additional recognition:

1. Estimated 250 people in attendance
2. Thank-you announcements made during the event
3. Acknowledgement on the TreeFolks website





## TREEFOLKS

For additional information about sponsoring the 2023 RootBall, please contact:

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