



TREEFOLKS

TreeFolks empowers Central Texans to build stronger communities through planting and caring for trees.



3rd Annual Keep Austin Rooted Family Picnic

May 5, 2024 | 11:30 AM

Live Oak Brewery Taproom and Biergarten

Event Sponsor Packet

As a leader in urban forestry and reforestation, TreeFolks manages four primary initiatives:



NeighborWoods

Free tree adoption events for Austin residents, including shade, understory, and fruit trees.

Our NeighborWoods program is in partnership with the City of Austin & Austin Energy.



CommuniTrees

Public tree planting events in parks, preserves, and other public lands that educate volunteers about proper planting techniques.



Reforestation

Large-scale tree plantings through the Central Texas Floodplain Reforestation Program, features the innovative, nationally recognized Carbon+ Credits program.



Native Tree Nursery

TreeFolks' Seeds-to-Trees Pipeline initiative will grow a diverse range of seedlings and provide green jobs training.



A group of volunteers, mostly wearing bright yellow-green high-visibility vests, are walking through a field of young trees. They are carrying large black pots containing small trees. The background shows a clear blue sky and more trees in the distance.

2023-2024 Planting Season by the Numbers

80,000
trees planted

4,500
NeighborWoods
trees distributed

Our NeighborWoods program is in
partnership with the
City of Austin & Austin Energy

2,700
volunteers
engaged

64
floodplain acres
reforested

100+
tree planting,
care, and
education events



Keep Austin Rooted

A Family Picnic **FEATURING:**



Local brews from Live Oak Brewery



Tree talks with expert arborists



Boot scootin' jams



Lip lickin' foods



Games, and **MORE!!!**





Join the party & become a Sponsor!

Acorn Sponsor
\$5,000

Pinecone Sponsor
\$2,000

Redbud Sponsor
\$1,000

Want to make an in-kind donation?
Reach out to our Development team!



Acorn Sponsor

\$5,000



Inclusion as sponsor on digital and printed promotions, onsite signage, and thank-you presentation during event



Exclusive social media acknowledgements before, during, and after the event



Opportunity to provide items in the goodie-bags



6 tickets to the event

A banner of five triangular flags in alternating teal and olive green colors, each featuring the TreeFolks logo.

Pinecone Sponsor



\$2,000



Inclusion as sponsor in digital and printed promotions, onsite signage, and thank-you presentation during event



Social media acknowledgements before and after the event



Opportunity to provide items in the goodie-bags



4 tickets to the event















Redbud Sponsor

\$1,000



-  Inclusion as sponsor in digital and printed promotions, onsite signage, and thank-you presentation during event
-  Exclusive social media acknowledgements before and after the event
-  Opportunity to provide items in the goodie-bags
-  2 tickets to the event

Our Reach

-  **Twitter: 1,500+ followers**
-  **Instagram: 7,000+**
-  **Facebook: 8,500+ followers**
-  **LinkedIn: 500+ followers**
-  **TreeFolks Newsletter: 20,000+ subscribers**
-  **TreeFolks Website: 5,126 average monthly users**

- Estimated 300 people in attendance
- Thank-you announcements made during the event
- Signage at the event entrance, performance stage, and activity area
- Goodie bags with party favors distributed to every attendee
- Social media posts before, during, and after the event
- Acknowledgement on the TreeFolks website and annual report



Some of Our Past Keep Austin Rooted Picnic Sponsors



Now, more than ever, TreeFolks is committed to empowering Austinites to be the local solution to climate change.

Along with our investors, donors, volunteers, and partners we are determined to bring back the beauty, the bounty, and the environmental benefits that native trees provide to the ecosystem and our community.

Together We Will

Keep Austin Rooted



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OUR TEAM

Get in touch with any of us to learn more information about TreeFolks programming and community impacts, or to learn more about our specific resource needs.

www.treefolks.org