

# 2025 Event Partnership Opportunities

Keep Austin Rooted Family Picnic, May 4, 2025

Annual RootBall Gala, October 2025



## TREEFOLKS

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

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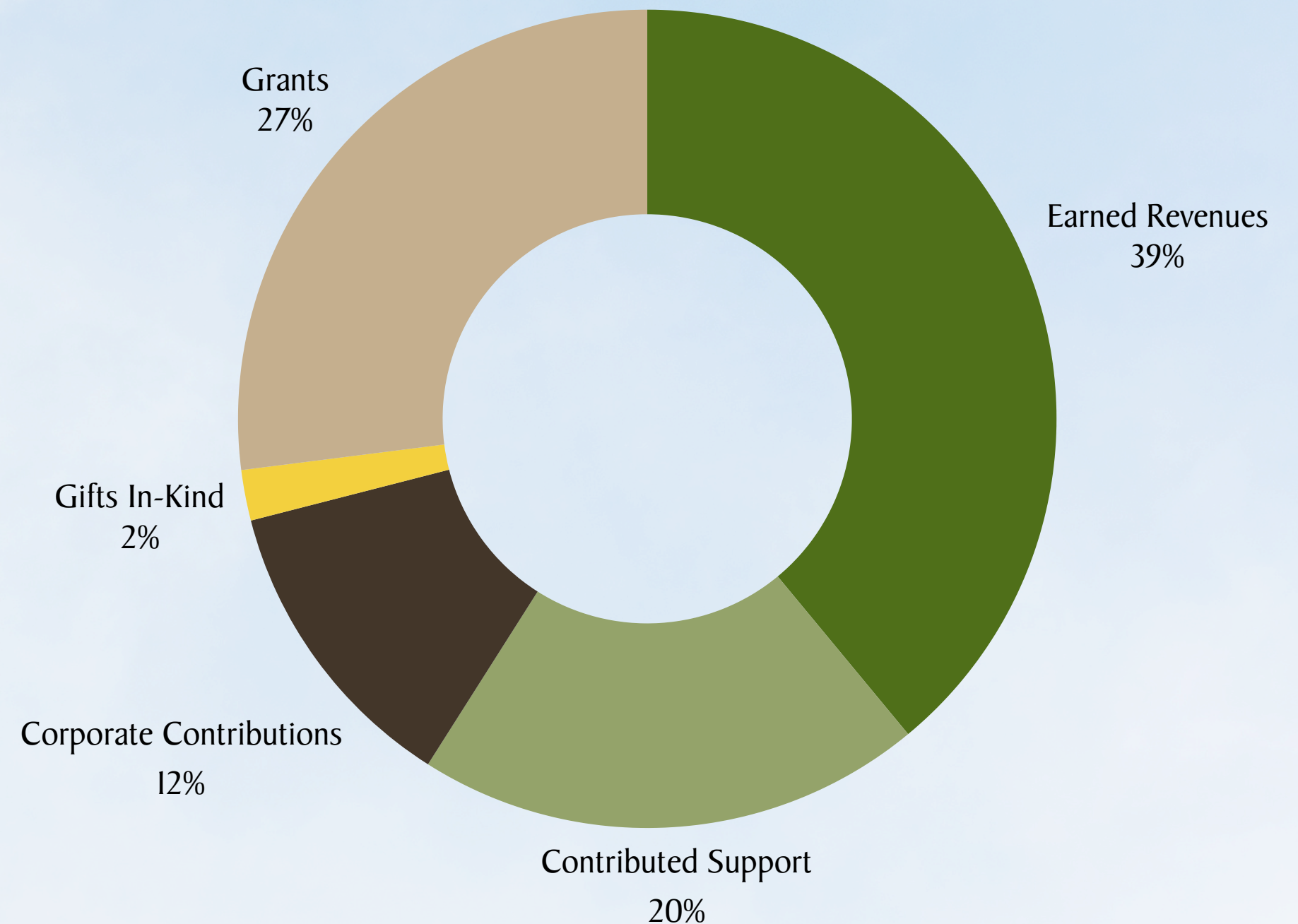
## TreeFolks at-a-glance:

- Founded in 1989
- Employees: 17 Full Time, 2 Seasonal
- Annual Budget: \$2.5 million

## Milestones:

- Planted over 3 million trees
- Distributed over 170,000 trees to Austin residents
- Engaged more than 21,000 volunteers since 2010
- Led reforestation efforts in the Lost Pines region after the 2011 Bastrop wildfires and along the Blanco River following the 2015 floods
- Initiated a carbon sequestration and floodwater mitigation program to address the causes and impacts of climate change
- Provide tree-focused educational experiences for 1,500 participants each year

## Revenue:





# 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.





# Why Corporate Sponsorships?

- Recognition for your business and brand among TreeFolks' environmentally conscious, Austin-local, community-active audience of families, civic groups, and young professionals
- Engagement and team-building opportunities for your staff
- Fulfillment of corporate responsibility commitments to community involvement, public health, social equity, and the environment
- Support for local solutions to climate change that are measurable, high-impact, and cost-effective
- And, all the other amazing benefits that trees provide!





# Two Impactful Event Opportunities:



## Keep Austin Rooted Picnic

*A family picnic celebrating TreeFolk's volunteers.*

Come on down to Live Oak Brewery for local brews and bites, tree talks with arborist experts, games and more!



**When:** May 4th, 2025

**Where:** Live Oak Brewery Taproom and Biergarten



## RootBall 2025

*An evening of green thumbs and giving hearts.*

Get ready to dig in and celebrate another year of planting hope! TreeFolks RootBall is an evening filled with delicious food, joyful company, and plenty of fun surprises.

**When:** October 2025

**Where:** TBD







# Sponsorship Options:

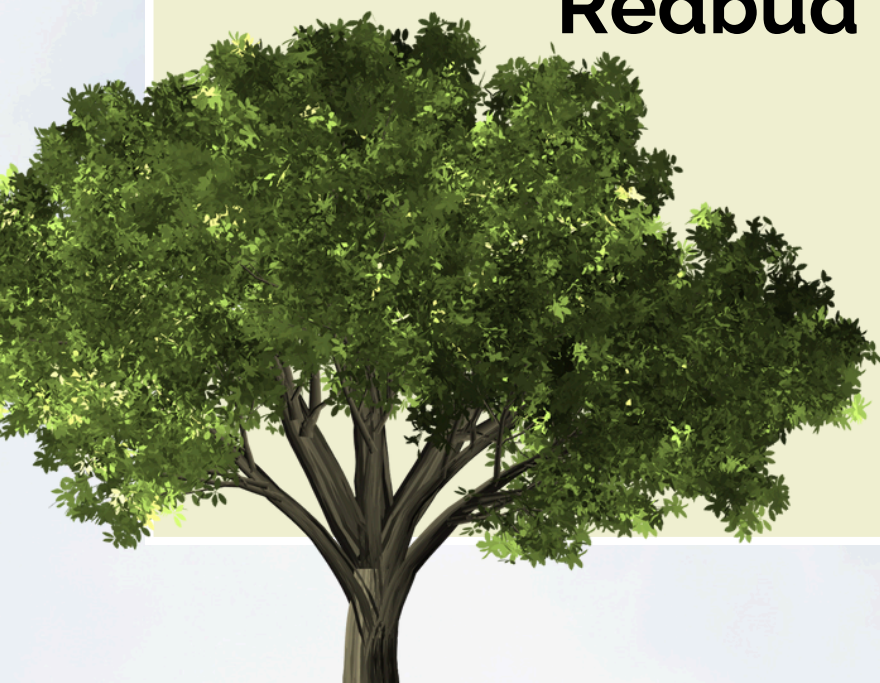
*Underwriting TreeFolks events helps offset production costs, so that money raised can go directly to support planting more trees. Our annual RootBall and Picnic are fantastic opportunities to get involved with one of our fun and friendly fundraising events.*

## Picnic Sponsor Levels

**Acorn Sponsor \$5,000**

**Pinecone Sponsor \$2,000**

**Redbud Sponsor \$1,000**



## RootBall Sponsor Levels

**Abundant \$25,000**

**Thriving \$10,000**

**Flourishing \$5,000**

**Blossoming \$2,500**

**Budding \$1,000**



# Picnic Sponsor Levels



Sponsor Level	Acorn \$5,000	Pinecone \$2,000	Redbud \$1,000
Acknowledgment as sponsor during event	✓	✓	✓
Opportunity for item in event goodie-bags	✓	✓	
Listing on event program, banners, and website	Large logo	Logo	Logo
Social media post on TreeFolks channels	4 posts	2 posts	1 posts
Newsletter thank-you article	✓	✓	
Speaking opportunity during program	✓		
1-Minute Video Reel produced by TreeFolks, showcasing your generous support	✓		









# RootBall Sponsor Levels



Sponsor Level	Abundant \$25,000	Thriving \$10,000	Flourishing \$5,000	Blossoming \$2,500	Budding \$1,000
Acknowledgment as presenting sponsor	✓				
Speaking opportunity during event program	✓	✓			
Customized VIP Service	✓	✓	✓		
Listing on event program, banners, and website	Large logo	Logo	Logo	Name	Name
Social media post on TreeFolks channels	8 posts	6 posts	4 posts	2 posts	1 post
Newsletter thank-you article	Feature with photo & quote	Feature with quote	Mention in article	Mention in article	Mention in article
# of tickets	10	8	6	4	2



# Our Reach

-  **Twitter: 1,500+ followers**
-  **Instagram: 10,600+**
-  **Facebook: 9,600+ followers**
-  **LinkedIn: 750+ followers**
-  **TreeFolks Newsletter: 20,000+ subscribers**
-  **TreeFolks Website: 8,500+ average monthly users**







# Other Ways To Get Involved!

- Silent & Live auction item donations
- Entertainment contribution
- Catering contribution
- 2025 RootBall Committee membership
- Event prep & volunteering
- Tree care or planting event sponsorship
- Amplify Austin matching gift

*Reach out to [giving@treefolks.org](mailto:giving@treefolks.org)*





# Past Event Sponsors:



Environmental  
Design, Inc.



WELLS  
FARGO







**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.**







Andrew  
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Tucker  
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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](http://www.treefolks.org)