



2025



PLANT-A-THON

1000 TREES IN 10 WEEKS.

SPONSORSHIP OPPORTUNITIES

Commencing on October 10, 2025

HELP US PLANT FOR THE FUTURE:

Sponsorship isn't just support—it's action, impact, and a legacy of environmental stewardship. Each sponsorship level includes a pledge of trees planted in your name, community visibility, and exclusive campaign perks. Be a part of a growing movement and help us reach **1,000** trees!



WHO IS TREE SAN DIEGO?

Tree San Diego is a nonprofit dedicated to the long-term growth, health, and sustainability of our San Diego County urban forests. Since 2014, we have planted and distributed over 12,000 trees across San Diego County – and we have no intention of slowing down!

We work on a three-pillar model of **PEOPLE**, **PLANT**, and **PLAN**:

- **PEOPLE** – our education, fellowship, and community outreach programs grow our community forestry knowledge and workforce pipeline for more urban forestry professionals in San Diego County.
- **PLANT** – we use industry best practices to plant and distribute trees across the San Diego region.
- **PLAN** – We collaborate with municipal and organizing partners to vet urban plans maximizing green space and the future of our cities.

OUR MISSION

Tree San Diego is a 501(c)(3) nonprofit dedicated to enhancing the quality, density, and sustainability of our San Diego County urban forests for the benefit of all communities and the environment.



OUR VISION

Every person has equitable access to the values and benefits of a thriving urban forest.

OUR VALUES

Service * Education *
Innovation * Inclusion *
Collaboration * Transparency *

WHAT IS THE PLANT-A-THON?



We're making San Diego greener, healthier, and cooler — one tree at a time.

Over the course of **10 weeks**, Tree San Diego will plant and distribute **1,000** climate-resilient trees across communities in need, starting with an epic kickoff in National City where **100** trees will be planted in partnership with the City on October 10, Tree San Diego's Anniversary.

Together with volunteers, local leaders, and environmental champions like you, we'll transform streets, schools, and parks—building shade equity and a healthier environment for generations to come.



GROW COMMUNITY.

Join us in the field to give back & plant trees to expand tree canopy.



SHOW SUPPORT.

Pledge trees through distribution and plant-back events.



DRIVE IMPACT.

Be part of the change and plant for the future. Give back!

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BECOME A SPONSOR!

Bring shade-bearing trees to our San Diego County communities in need while cooling and beautifying neighborhoods!

PRESENTING SPONSOR	\$10,000 (EXCLUSIVE)
FOREST CHAMPION SPONSOR	\$5,000
TREE CANOPY SPONSOR	\$2,000
GROWING STRONG SPONSOR	\$1,000
COMMUNITY ROOTS SPONSOR	\$500



PRESENTING SPONSOR: \$10,000 (EXCLUSIVE)



Sponsorship Benefits

- **Add company name to event: “Plant-A-Thon: Presented by _____”.**
- Pledge **250 trees** to the total 1,000 trees planted in the Plant-A-Thon.
- Pair company’s name with TSD in all media and press for the Plant-a-Thon.
- TSD will announce company’s Presenting Sponsorship via direct email blast to audience of 5,000+ as well as on social media and our TSD website.
- Company will be recognized as a Presenting Sponsor at the top of our partners list on our general and Plant-A-Thon websites and in our annual report.
- Company logo will be on all collateral for the Plant-A-Thon.
- Give opening remarks on Oct 10th, alongside TSD and National City.
- Present company with a spotlight table next to TSD at Oct 10th kickoff event.
- Optional - interview a leader from company for TSD EOY campaign.
- Optional - takeover TSD’s Instagram for a day leading up to the Plant-A-Thon.

Private Tree Planting

- Optional - Plan a private tree planting of 30 trees for up to 100 volunteers.

FOREST CHAMPION SPONSOR: \$5,000



Sponsorship Benefits

- Pledge **200 trees** to the total 1,000 trees planted in the Plant-A-Thon.
- Company's name will be listed as a Forest Champion sponsor in all media and press for the Plant-a-Thon.
- TSD will announce company's Forest Champion Sponsorship in individual posts on social media, and in our monthly newsletter to an audience of 5,000+.
- Company will be recognized as a Forest Champion Sponsor on both our general and Plant-A-Thon websites and in our annual report.
- Company logo will be featured on all .
- Invitation to table at the Oct 10th kickoff event.
- Optional - takeover TSD's Instagram for a day leading up to the Plant-A-Thon.

Private Tree Planting

- Optional - plan a private tree planting for up to 50 volunteers as part of the ongoing Plant-A-Thon.

TREE CANOPY SPONSOR: \$2,000



Sponsorship Benefits

- Pledge **100 trees** to the total 1,000 trees planted in the Plant-A-Thon.
- Company's name will be listed as a Tree Canopy sponsor in select media and press for the Plant-a-Thon.
- TSD will announce company's Tree Canopy Sponsorship in individual posts on Instagram and LinkedIn, via stories on Instagram, and in our monthly newsletter to an audience of 5,000+.
- Company will be recognized as a Tree Canopy Sponsor on both our general and Plant-A-Thon websites and in our annual report.
- Company logo will be featured on all event collateral thanking and recognizing our sponsors and partners.
- Opportunity to submit quote for media, blog post, annual report, or post-event impact report.
- Invitation to table at the Oct 10th kickoff event.

GROWING STRONG SPONSOR: \$1,000



Sponsor Benefits

- Pledge **50 trees** to the total 1,000 trees planted in the Plant-A-Thon.
- All Growing Strong Sponsors announced via post on social media platforms, and individually via stories on Instagram.
- Growing Strong Sponsors recognized on the Plant-A-Thon website, in post-event impact report, and in TSD's annual report.
- Opportunity to submit quote for TSD annual report and post-event impact report.
- Invitation to table at the Oct 10th kickoff event.

COMMUNITY ROOTS SPONSOR: \$500

Community Roots Sponsorship is limited to small community partners - non-profits and small businesses who only do business in SD County.

Sponsor Benefits

- Pledge **50 trees** to the total 1,000 trees planted in the Plant-A-Thon.
- All Community Roots Sponsors announced via group post on Instagram and LinkedIn, and individually via stories on Instagram
- Community Roots Sponsors recognized on the Plant-A-Thon website, in post-event impact report, and in TSD's annual report.
- Invitation to table at the Oct 10th kickoff event.





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GET INVOLVED BEYOND THE TREES!



MAKE AN IN-KIND DONATION

Help make the Plant-A-Thon possible by donating materials for tree plantings. We are grateful for all support and in particular need of planting materials like **trees, mulch, shovels, and gloves**, and materials to support our volunteers like **snacks, water bottles, and sunscreen**.



VOLUNTEER WITH TREE SAN DIEGO

We're going to need a lot of hands to plant 1,000 large trees this Fall! We gladly accept public volunteers at most of our tree planting events. You can keep an eye on upcoming plantings and register to volunteer with us at [**treesandiego.org/events-calendar**](https://treesandiego.org/events-calendar).



SPREAD THE WORD

Amplify the work of Tree San Diego and our partners through sharing our planting progress! Bring your friends and colleagues into the tree champion fold by sharing our work on Instagram at [**@tree.sandiego**](https://www.instagram.com/tree.sandiego) or on LinkedIn at [**linkedin.com/company/tree-san-diego**](https://www.linkedin.com/company/tree-san-diego).

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SPONSORSHIP OPPORTUNITIES

THANK YOU!

From Tree San Diego: As a local 501(c)(3) nonprofit, we are very grateful for your excitement and support of our mission to sustain and expand our San Diego County urban forest. The sponsorship packages above cover the material, freight, and labor costs required to put on our Plant-a-thon, with additional funding going towards our ongoing urban forestry programming. The exact expenses for the event will vary ahead of the event due to tree availability, species, planting location, and scope of labor required. If you have any questions about sponsoring this campaign, want to plan a different event, or wish to explore a larger partnership – please reach out to Development Manager zmoser@treesandiego.org



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