2020 Sponsorship Opportunities
Established in 1967, the Yakima Area Arboretum is a 46 acre living tree and plant museum, holding the largest and most comprehensive collection of trees and woody shrubs in Central Washington. Every year over 45,000 people visit our grounds and facilities. We are a popular tourist destination and refuge, venue rental facility, and a community hub for environmental education in sustainable gardening, arbor culture and the natural world. The Yakima Area Arboretum is also home to a number of garden clubs and societies who share in the Arboretum’s educational mission.

The Yakima Area Arboretum is a 501(c)(3) nonprofit organization that relies on the generosity of its supporters to help maintain and grow its numerous educational programs and events; such as the popular Nature Day Camp, and community events like ArborFest and Luminaria.

Sponsoring the Yakima Area Arboretum provides you with the unique opportunity to connect with the diverse populations of Central Washington and the Yakima Valley, build greater name recognition, and show your support for a treasured part of our community.

Yakima Area Arboretum Mission

*To inspire people of all ages to discover and connect with nature through a diverse collection of trees and shrubs hardy to the Inland Northwest.*

Front Photo by Jordan Rowland
ArborFest “Art in Nature”

Event at a Glance
Saturday, April 18, 2020
10am to 3pm

Our 21st Annual ArborFest celebrates two of our favorite things, trees and Yakima’s Arbor Day. ArborFest is a free family friendly community event that strives to make environmental science fun for everyone to learn.

ArborFest features over 30 stations, hosted by a variety of community organizations. Each station provides a chance for attendees to partake in hands-on learning opportunities, crafts, and displays showcasing the art found within and by nature! In addition, over 400 families will also have the opportunity to take home their own tree to plant in honor of Arbor Day!

Attendance:
1500-3000+

Demographics:
Pre K to 5th grade and their families from the upper, middle and lower valleys. Staff and volunteers from 30+ organizations and businesses.

Admission: Free

Sponsorship confirmation deadline is March 18, 2020

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Oak (Presenting Sponsor)- $5,000
- Exclusive logo recognition (Facebook event, media release (2), sponsor post shares on social media (4))
- Top tier logo recognition (website, e-vite, event signage and print media advertisements, and on the 20,000 school flyers distributed to regional schools)
- Name recognition outreach (radio advertisement, boosted social media posts)
- Booth or static display during the event

Hawthorne Sponsor- $2,500
- Second tier Logo recognition (website, e-vite, event signage, print media advertisements, and on the 20,000 school flyers distributed to regional schools)
- Name recognition outreach (boosted social media posts (2), media release (2), sponsor post shares on social media (2))

Spruce Sponsor- $1,000
- Logo recognition (website, e-vite, event signage and on the 20,000 school flyers distributed to regional schools)
- Name outreach recognition (social media posts, print media advertisements)

Cherry Sponsor- $500
- Name recognition (website, e-vite, event signage and social media posts)

Seedling Sponsor- $250
- Name recognition (website, e-vite, social media posts)
Garden Tour “Iconic blooms, artwork & inspiration!”

Event at a Glance
Saturday & Sunday, June 20 & 21, 2020
10am to 4pm & Noon to 4pm

The Garden Tour offers the community two days to peek over the fence at 5 beautiful private local gardens. The tour is self-guided, with garden owners and local gardener’s on hand to provide inspiration and advice for gardener’s of all levels.

Attendees can also purchase admission to the afterhours Wine Down event at the end of the first day, hosted in one of the Tour’s beautiful gardens. Guests enjoy wine, light snacks, and engaging with other participants.

Attendance:
350-500

Demographics:
Middle to upper income home and garden owners, and garden enthusiasts from the upper, middle and lower valleys.

Admission:
Garden Tour- $30
Wine Down Event- $20

Sponsorship confirmation deadline is April 20, 2020

Dahlia (Presenting Sponsor)- $2,500
- Exclusive logo recognition (Facebook, media release (2), sponsor post shares on social media (4))
- Top tier logo recognition (tickets, website, e-vite, event signage, print media advertisements)
- Name recognition outreach (radio advertisement, boosted social media posts (4))
- Complimentary admission to Garden Tour and Wine Down for 4

Verbena Sponsor- $1,000
- Second tier logo recognition (tickets, website, e-vite, event signage, print media advertisements)
- Name recognition outreach (boosted social media posts (2), media release (2), sponsor post shares on social media (2))
- Complimentary admission to Garden Tour and Wine Down for 2

Iris Sponsor- $800
- Logo recognition (tickets, website, e-vite, event signage)
- Name outreach recognition (social media posts, print media advertisements)

Marigold Sponsor- $500
- Name recognition (tickets, website, e-vite, event signage and social media posts)

Petunia Sponsor- $250
- Name recognition (tickets, website, e-vite, social media posts)
Event at a Glance

Saturday, September 19, 2020
5pm to 8pm

Autumn Bounty is the Arboretum’s largest annual fundraising event of the year and features a garden party type atmosphere with music, BBQ dinner, local beer and wine, and a live and silent auction. Guests can enjoy an evening out with friends, who share our passion for trees and nature, while supporting the Arboretum!

Attendees must be 21 years or older.

Attendance:
300+

Demographics:
Middle to upper income Arboretum members, volunteers, and supporters 21 years and older.

Admission:
$75 per person
$600 Table

Presenting sponsor deadline May 31, 2020 to be included in the Save-the-Date card.

Sponsorship confirmation deadline is July 15, 2020

Autumn Bounty “Eat, Drink, & Be Giving!”

Giant Sequoia (Presenting Sponsor)- $5,000
• Exclusive logo recognition (Facebook, media release, Save-the-Date cared, invitation)
• Top tier logo recognition (website, e-vite/e-newsletter, event signage and tent, event program, table signage)
• Name recognition outreach (boosted social media posts, MC recognition)
• Table and 1 drink script per person for 8

Japanese Garden (Flag Sponsor [2])- $3,000
• Exclusive logo recognition (entry and parking lot flags (4))
• Second tier logo recognition (website, e-vite/e-newsletter, event signage and tent, event program, table signage)
• Name recognition outreach (boosted social media posts, MC recognition)
• Table and 1 drink script per person for 8
• Sponsor post shares (4)

Rose Garden Sponsor- $2,500
• Exclusive logo recognition (banner/sign in courtyard)
• Second tier logo recognition (website, e-vite/e-newsletter, event signage and tent, event program, table signage)
• Name recognition outreach (boosted social media posts, MC recognition)
• Table and 1 drink script per person for 8
• Sponsor post shares (2)

Observatory Garden Sponsor- $1,500
• Exclusive logo recognition (banner/sign on stage)
• Second tier logo recognition (website, e-vite/ e-newsletter, event signage and posters, tent, event program, able signage)
• Name recognition outreach (boosted social media posts, MC recognition)
• Table and 1 drink script per person for 8
• Sponsor post shares (2)

Continued on next page
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Attendance:
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Admission:
$75 per person
$600 Table

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Sponsorship confirmation deadline is July 15, 2020

Maple Sponsor- $1,000
- Name recognition outreach (website, e-vite/e-newsletter, social media posts, event program, table signage, MC recognition)
- Tickets and 1 drink script per person for 4

Oak Sponsor- $500
- Name recognition outreach (website, e-vite/e-newsletter, social media posts, event program, table signage)
- Tickets and 1 drink script per person for 2

Leaf Sponsor- $250
- Name recognition outreach (website, e-vite/e-newsletter, social media posts, event program, table signage)
**Luminaria**

**Event at a Glance**
Friday & Saturday  
December 11 & 12, 2020  
6pm to 10pm

For 30 years the Yakima Area Arboretum has welcomed tens of thousands of area families, free-of-charge, to experience the magic of walking through its grounds lit by the lights of over a thousand candles and twinkle lights!

After walking the Luminaria trail families can then warm up in the Jewett Center with complimentary hot drinks, enjoy listening to live music, participate in kid’s crafts and shop in the Tree House Gift Shop.

Parking and shuttles for Luminaria are provided through a partnership with Yakima Transit and U-Haul.

**Attendance:**  
5000-6000 over both nights

**Demographics:**  
Attendees are from all populations found in the upper, middle, and lower valleys, and from as far away as Kittitas and Benton counties.

**Admission:** Free  
*Sponsorship confirmation deadline is October 15, 2020*
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Admission: Free

Sponsorship confirmation deadline is October 15, 2020
Programs at a Glance

Our very popular youth education programs are designed to increase a child’s exposure to the outside world. Children learn through self-discovery and structured natural science inquiry. Participants observe the plants, animals and other organisms found in the Yakima River riparian ecosystem, while increasing their knowledge of our local environment and learning how to protect our natural world.

In addition, to getting kids outside and away from screen time, these programs complement a child’s natural wonder and curiosity at playing in and learning outside.

Attendance:

Nature Day Camp
250-300 total campers over 9+ sessions

Kids Nature Nights
250-300 total kids over 8+ nights

Field Trips
1500-2500 total kids yearly

Demographics:
Youth participants are from across the lower, middle and upper valleys and from all demographic categories.

Admission:
Free to $180/child

Sponsorship confirmation deadlines are ongoing.

Nature Day Camp:

Ponderosa Pine- $5,000
- Name & logo on shirts and takeaway bags, print & online media, social media recognition, signage/banners, thank you letter from NDC campers.
(This amount provides- 26 full camper scholarships -or- snacks for all campers, first aid supplies, and T-shirts for the whole summer)

Cottonwood- $2,500
- Logo on shirts and takeaway bags, online media, social media recognition, signage/banners, thank you letter from NDC campers.
(This amount provides- 13 full camper scholarships -or- snacks for all campers and first aid supplies for the whole summer)

Wood’s Rose- $1,000
- Logo on NDC shirts and takeaway bags, online media, social media recognition, thank you letter from NDC campers.
(This amount provides- 5 full camper scholarships -or- snacks for all campers for 5 weeks)

Cattail- $500
- Logo on NDC takeaway bags, online media, thank you letter from NDC campers.
(This amount provides- pizza, juice, and snacks for the whole year)

Kids Nature Nights:

Ponderosa Pine- $5,000
- Banner, name & logo on takeaway bags, print & online media, and social media recognition for all nights; thank you letter from KNN kids.
(This amount provides- takeaway bags, pizza, juice, snacks, arts and craft supplies, and new teaching and activity materials for the whole year)

Cottonwood- $2,500
- Sign, logo on takeaway bags, online media, and social media recognition for all nights; thank you letter from KNN kids.
(This amount provides- takeaway bag, pizza, juice, snacks, arts and craft supplies, and new teaching and activity materials for the whole year)

Wood’s Rose- $1,000
- Sign, logo on takeaway bags, online media, and social media recognition for 5 nights; thank you letter from KNN kids.
(This amount provides- pizza, juice, and snacks for the whole year)

Cattail- $500
- Sign, logo on takeaway bags, and online media for 2 nights; thank you letter from KNN kids
(This amount provides- takeaway bags for the whole year)
Programs at a Glance

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Field Trips:
1500-2500 total kids yearly

Demographics:
Youth participants are from across the lower, middle and upper valleys and from all demographic categories.

Admission:
Free to $180/child

Sponsorship confirmation deadlines are ongoing.

Field Trips:

**Ponderosa Pine**: $5,000
- Name & logo on takeaway bags and materials, field trip stations, print & online media, social media recognition, signage/banners.
  (This amount provides teaching materials (new or refreshed) for 10 stations – or – covers the cost of 20 (100 student) field trips for whole year)

**Cottonwood**: $2,500
- Logo on takeaway bag and materials, online media, social media recognition, signage/banners.
  (This amount provides teaching materials (new or refreshed) for 5 stations – or – covers the cost of 10 (100 student) field trips for whole year)

**Wood’s Rose**: $1,000
- Logo on takeaway bags, online media, social media recognition, signage/banners.
  (This amount provides teaching materials (new or refreshed) for 2 stations – or – covers the cost of 4 (100 student) field trips for whole year)

**Cattail**: $500
- Logo on takeaway bags, online media.
  (This amount provides teaching materials (new or refreshed: skulls, microscopes, etc.) for 1 station – or – covers the cost of 2 (100 student) field trips for whole year)
Yakima Area Arboretum at a Glance:
The Yakima Area Arboretum is an urban green space and refuge on 46 acres of land cultivated as display gardens, tree collections, and natural areas.

Visitors come for many reasons, to walk the grounds, take a class, host or attend an event or meeting, learn, relax, play, and explore. The Yakima Area Arboretum is one of the most beautiful places in central Washington, and a treasured part of its community.

Your support will enable us to continue to provide and expand on our programs, including our 1,000+ labeled plant collection, and give you the opportunity to reach those people who are passionate about the environment and the quality of life in their community.

Engagement:
45,000+ visitors annually
400+ members
3,000+ followers on Facebook
2,500+ email/newsletter subscribers
1,800+ direct mail recipients

Demographics:
The Arboretum is used by people across all demographics.

Steward- $20,000+
- Your name & logo on our website, major event promotional materials and newsletters (print and digital) including The Weekly Leaf email
- Recognition on social media 4x a year
- Your name & logo at the Arboretum in the area(s) your funding has supported and at the Jewett Interpretative Center
- Up to 6 complimentary tickets to the Garden Tour, a table (8) at Autumn Bounty and 4 parking passes for Luminaria
- Complimentary business-level membership

Curator- $10,000
- Your logo on our on our website, event promotional materials and newsletters (print and digital), including The Weekly Leaf email
- Recognition on social media 4x a year
- Your name on signage at the Arboretum in the area(s) your funding has supported and at the Jewett Interpretative Center
- Up to 4 complimentary tickets to ticketed Arboretum events (Garden Tour and Autumn Bounty) and 2 parking passes for Luminaria
- Complimentary business-level membership

Ambassador- $5,000
- Your logo on our website, event programs/signage and newsletters (print and digital), including The Weekly Leaf email
- Recognition on social media 2x a year
- Your logo on signage at the Arboretum and in the area(s) your funding has supported and at the Jewett Interpretative Center
- Up to 2 complimentary tickets to ticketed Arboretum events (Garden Tour and Autumn Bounty) and a parking pass to Luminaria
- Complimentary business-level membership

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1,800+ direct mail recipients

Demographics:
The Arboretum is used by people across all demographics.

Docent - $3,000
- Your logo on our website and newsletters (digital only), including The Weekly Leaf email
- Recognition on social media 2x a year
- Your name on signage at the Jewett Interpretative Center
- Complimentary business-level membership

Friend - $1,000
- Your logo on our website and newsletters (digital only), including The Weekly Leaf email
- Your logo on signage at the Jewett Interpretative Center
- Complimentary business-level membership
The Yakima Area Arboretum welcomes your ideas about other ways to provide support. Please contact us at 509-248-7337 or info@ahtrees.org to discuss sponsorship opportunities.

Thank you for helping us continue to grow!