



# 2023 Annual Sponsorship Levels



## About the Arboretum

Established in 1967, the Yakima Area Arboretum is a 46 acre living museum holding the largest and most comprehensive collection of trees and woody shrubs in Central Washington. Hundreds of people visit the Arboretum each week to connect with nature, go for a walk, take a class, attend a wedding, quinceañera or other special event, plant a tree in memory of a loved one, and to find the joy, peace, and spiritual serenity they need to thrive.

As one of the top tourist attractions in Central Washington, people travel from all over the northwest to visit and learn about our curated collection of trees, shrubs and display gardens, bringing their dollars to the City of Yakima. Many new residents cite a visit to the Yakima Area Arboretum as a key reason for why they decided to take a job in and move to Yakima.

Sponsoring the Yakima Area Arboretum means connecting with the diverse populations of Central Washington, as well as visitors to the Yakima Valley, build greater name recognition for you, and showing your support for a treasured part of our community.

## Annual Engagement Reach

50,000+ Visitors

450+ Members/Donors

200+ Volunteers

4,225+ Facebook & 1,400+ Instagram Followers

2,900+ Email Newsletter Subscribers

2,000+ Direct Mail Recipients

## Demographics:

All demographics are served, from preschool to centenarians.

## 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.*

## Signature Events

April - **Arbor Festival**  
(Attendance: 2,000—3,000 all ages)

May - **Spring Plant Sale**  
(Attendance: 500 adults)

June - **Garden Tour**  
(Attendance: 400-500 adults)

June to Aug- **Summer Nature Camp**  
(Attendance: 250 children)

September - **Autumn Bounty**  
(Attendance: 300 adults)

December - **Luminaria**  
(Attendance: 5,000-6,000 all ages)



## Platinum

\$15,000

- **Presenting sponsor with company name & logo recognition on all promotional materials, including press releases, for two (2) Signature Events. (Depends on availability)**
- Company logo & URL link on the YAA website and in the "Weekly Leaf" e-newsletter.
- Company logo recognition on all Signature Event printed materials.
- Recognition on Facebook & Instagram 8x a year.
- Company logo and/or advertisement in the quarterly mailed newsletter *Arborescent*<sup>3</sup>
- Special invites to the YAA *member-only events*, Plant Sale Member Night and First Light Luminaria Member Night.
- Six complimentary tickets to the Garden Tour and a table for eight at Autumn Bounty.
- TV slide display of company logo to run in Jewett Interpretive Center lobby.
- Two complimentary business day use rentals of the Gardenview meeting room.



## Gold

\$10,000

- **Presenting sponsor with company name & logo recognition on all promotional materials, including press releases, for one (1) Signature Event. (Depends on availability)**
- Company logo & URL link on the YAA website and in the "Weekly Leaf" e-newsletter.
- Company logo recognition on all Signature Event printed materials.
- Recognition on Facebook & Instagram 6x a year.
- Company logo and/or advertisement in the quarterly mailed newsletter *Arborescent*<sup>3</sup>
- Special invites to the YAA *member-only events*, Plant Sale Member Night and First Light Luminaria Member Night.
- Four complimentary tickets to the Garden Tour and a table for eight at Autumn Bounty.
- TV slide display of company logo to run in Jewett Interpretive Center lobby.
- One complimentary business day use rental of the Gardenview meeting room.



## Silver

\$5,000

- Company logo & URL link on the YAA website and in the "Weekly Leaf" e-newsletter.
- Company logo recognition on all Signature Event printed materials.
- Recognition on Facebook & Instagram 4x a year.
- Company logo and/or advertisement in the quarterly mailed newsletter *Arborescent*<sup>3</sup>
- Special invites to the YAA *member-only events*, Plant Sale Member Night and First Light Luminaria Member Night.
- Two complimentary tickets to the Garden Tour and a table for eight at Autumn Bounty.
- TV slide display of company logo to run in Jewett Interpretive Center lobby.



## Bronze

\$3,000

- Company logo & URL link on the YAA website and in the "Weekly Leaf" e-newsletter.
- Company logo recognition in Autumn Bounty program.
- Recognition on Facebook & Instagram 2x a year.
- Two complimentary tickets to the Garden Tour and a table for eight at Autumn Bounty.
- TV slide display of company logo to run in Jewett Interpretive Center lobby.



## Friend

\$1,000

- Company logo & URL link on the YAA website and in the "Weekly Leaf" e-newsletter.
- Company logo recognition in Autumn Bounty program.
- TV slide display of company logo to run in Jewett Interpretive Center lobby.
- Recognition on Facebook & Instagram 1x a year.
- Two complimentary tickets to Autumn Bounty.