

Dear Community Partner,

The Cool Green Trees (CGT) Advisory Council invites you to become the **Evergreen Champion Presenting Sponsor**, an exclusive corporate sponsor of our inaugural CGT Advisory Council Tree Planting: Growing a Cooler BHM. The event will take place on **Saturday, October 10, from 9:00 - 11:00 a.m.** in the Lakeview District of Birmingham, Alabama. We will be planting **50 native trees** in the area.

This community event will bring together volunteers, residents, local leaders, and business partners to support a greener, healthier, and more beautiful Birmingham. Through hands-on engagement and environmental stewardship, we are working to expand the city's tree canopy, improve neighborhood sustainability, and inspire community pride.

Cool Green Trees is a program of the Cawaco RC&D Council, a 501(c)(3) nonprofit organization dedicated to conserving natural resources, strengthening communities, and supporting environmental education and sustainable development throughout central Alabama. By partnering with local governments, businesses, and community organizations, Cawaco RC&D Council helps improve the quality of life through projects that promote conservation, beautification, and responsible resource management. At Cool Green Trees, our mission is to plant trees to mitigate the negative effects of urban heat islands, stormwater runoff, and air pollution to uplift the community, economy, and health of Jefferson County.

We are seeking an exclusive partnership to help make this event a success. With a **tax-deductible contribution of \$25,000**, you can support event supplies, volunteer materials, refreshments, community outreach, and other essential event expenses, while gaining exclusive visibility and collaboration opportunities.

As the event's premier partner, your company will receive maximum visibility before, during, and after the event while engaging employees and the community in a meaningful initiative. This is an invaluable opportunity to demonstrate your organization's commitment to environmental stewardship, community revitalization, and sustainable impact.

The **Evergreen Champion** will receive exclusive event recognition, premier brand visibility throughout the event, an opportunity to be at the forefront of ceremonial activities, and so much more. Enclosed are further details regarding the many benefits that come with your partnership.

We would be honored to partner with your organization in making the inaugural CGT Advisory Council Tree Planting a meaningful and successful community event to become an annual tradition for years to come.

Thank you for considering this opportunity to invest in a greener Birmingham. If you have any questions or would like additional information, please contact us. We look forward to partnering with you on October 10!

Sincerely,

Grace Dugger

Program Director, Cool Green Trees

Pronouns: She/Her

Cawaco RC&D Council's EIN is 63-1027283, and a receipt acknowledging your tax-deductible donation will be provided for your records. Please make checks payable to Cawaco RC&D Council with "Cool Green Trees" listed in the memo field.



Cool Green Trees is a program of Cawaco RC&D Council,
a 501(c)(3) non-profit organization and an equal
opportunity provider.

Cool Green Trees
2112 11th Avenue South, Suite 541
Birmingham, AL 35205
Direct: 205-569-5092
www.coolgreentrees.org



Advisory Council Inaugural Tree Planting Event: Growing a Cooler BHM – in Lakeview!

Evergreen Champion Presenting Sponsor

Investment: \$25,000

Become the exclusive Presenting Corporate Sponsor of the Cool Green Trees (CGT) Advisory Council Inaugural Tree Planting Event and demonstrate your organization's commitment to environmental stewardship, community revitalization, and sustainable impact. As the event's premier partner, your company will receive maximum visibility before, during, and after the event.

Presenting Sponsor Benefits:

Exclusive Event Recognition

- Designation as the **Presenting Sponsor** of the CGT Advisory Council Inaugural Tree Planting Event
 - Company name incorporated into event branding where appropriate (e.g., *CGT Advisory Council Inaugural Tree Planting Event presented by [Company Name]*)
- Largest logo placement on all event signage and promotional materials
- Featured logo on the CGT website with a direct link to your company
- Recognition in all event-related email campaigns and digital communications
- Prominent recognition in event press releases and media outreach
- Dedicated sponsor spotlight across CGT's social media platforms
- Recognition in CGT's Annual Impact Report highlighting your company's investment in community sustainability

Event Engagement

- Opportunity for a company executive to deliver welcome remarks at the event
- Opportunity to participate in the ceremonial planting of the first tree and photo opportunity
- Opportunity to host an informational booth in the activation area during the event

Employee Engagement

- Customized volunteer opportunity with CGT at a future event for up to 50 employees, including team recognition during the event
- Group photo with volunteers and Cool Green Trees leadership
- Cool Green Trees t-shirts for participating employees (up to 20)

Post-Event Recognition

- Event photos for your company's internal and external communications
- Post-event impact report summarizing volunteer participation, trees planted, and community outcomes
- Commemorative plaque recognizing your company as the Evergreen Champion Sponsor of the CGT Advisory Council Inaugural Tree Planting Event
- First right of refusal to renew as the Evergreen Champion Sponsor for the following year's event

Your Investment Makes an Impact:

Your \$25,000 sponsorship helps support:

- Volunteer supplies and safety equipment
- Community beautification efforts
- Environmental education and outreach
- Event logistics and coordination
- Long-term care and maintenance of newly planted trees

Together, we can grow healthier neighborhoods, strengthen communities, and leave a lasting legacy—one tree at a time.