

Sponsorships Available for

# Arboretum Expo: Tree Day 2026

Saturday, Sept. 12, 10am – 3pm

## Arb Expo Highlights

1200 + Attendees | 31 Community Booths | 50 Staff & Volunteers  
10 Nature Education Tours & Demonstrations | 1200+ Plants Sold

## Sponsor Benefits

- Align with an internationally accredited Level IV arboretum.
- Opportunity to build relationships and cross-promotions with other sponsors and supporters.
- Extensive exposure and reach through pre- and post-event promotion.
- Gain valuable exposure amongst a diverse family demographic.



## Event Features:

Nature Hikes & Tours  
Tree & Food Sustainability Demonstrations  
Workshops, Plant Sale, Family Friendly activities  
Information booths by community and UofG campus groups



# Classic Sponsorships

Benefits	Presenting Sponsor \$5000	Silver Maple \$3000	White Oak \$1500	Paper Birch \$500
<b>Brand Exposure</b>				
Customized brand exposure benefits for presenting sponsor	✓			
Opportunity to speak at the event	✓			
Video or logo on lobby digital display	✓	✓		
Logo and Company link on the Arboretum website for 1 year	✓	✓	✓	✓
Logo recognition in the Arboretum newsletter, social media channels, and the event poster at the West Lawn Gazebo	✓	✓	✓	✓
<b>On-site Presence &amp; Event Access</b>				
Product/Banner/Display Table at prime West Lawn location		✓	✓	✓
Two tickets to the Arb Expo kick-off event & VIP Plant Sale Preview		✓	✓	
<b>Experiential/Venue Benefits</b>				
One guided in-person Nature Tour or virtual presentation led by an Arboretum Interpretive Naturalist	✓	✓		
One complimentary OAC Arboretum Centre room rental of choice - valid for 1 year		✓	✓	
One Complimentary OAC Arboretum Centre Rental for ALL rooms (Auditorium, Boardroom, Sun room) - valid for 1 year	✓			

SOLD

Sponsorship Deadline: August 12, 2026



# New Sponsorship Opportunities

<b>Entertainment Sponsor</b> <b>\$750</b>	<b>Hiking &amp; Tour Sponsor</b> <b>\$500</b>	<b>Media Sponsor</b> <b>\$500</b>
Logo recognition in the Arboretum newsletter, website, and social media channels	Logo recognition in the Arboretum newsletter, website, and social media channels	Logo recognition in the Arboretum newsletter, website, and social media channels
Exclusive recognition before and after performances	Exclusive recognition before and after tour	Opportunity for digital advertisement or logo on Arboretum Centre lobby digital display
Logo on display near the performance zone	Opportunity to provide giveaways to tour participants	
Opportunity to introduce guest performers		

**Sponsorship Deadline: August 12, 2026**



## To Become a Sponsor:

Contact Dawn Ann Webster at 519-824-4120 ext. 54110 or [dawnann@uoguelph.ca](mailto:dawnann@uoguelph.ca)

## Have your own sponsorship idea?

The Arboretum welcomes your input for a customized sponsorship opportunity to meet your organization's goals.





# Sponsorship Agreement

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*Company Name Here*

Is pleased to support the Arboretum Expo: Tree Day & Plant Sale 2026

- ~~Presenting Sponsor (\$5,000)~~     **Silver Maple Sponsor (\$3,000)**  
 **White Oak Sponsor (\$1,500)**     **Paper Birch Sponsor (\$500)**

Please ensure that my company name appears on promotional materials as follows:

- 
- A copy of my company logo has been sent via email to [dawnann@uoguelph.ca](mailto:dawnann@uoguelph.ca)

I am paying by:

- Cheque -- payable to *The Arboretum, University of Guelph*  
 Mastercard     Visa

**Please return this completed form to Dawn Ann Webster [dawnann@uoguelph.ca](mailto:dawnann@uoguelph.ca)**

**Thank you!**

Signed: \_\_\_\_\_

Justine Richardson, Director, The Arboretum

Authorized By: \_\_\_\_\_

(Print Sponsor Contact Name)

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_

**NOTE: The 2026 Arboretum Expo sponsorship expiry date is August 12, 2026**

Charitable Registration Number: 10816 1829 RR 0001