

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
Brand Exposure				
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	✓	✓	✓	✓
On-site Presence & Event Access				
Product/Banner/Display Table at prime West Lawn location	✓	✓	✓	✓
Two tickets to the Arb Expo kick-off event & VIP Plant Sale Preview	✓	✓	✓	
Experiential/Venue Benefits				
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	✓			

Sponsorship Deadline: August 12, 2026



New Sponsorship Opportunities

Entertainment Sponsor \$750	Hiking & Tour Sponsor \$500	Media Sponsor \$500
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

Have your own sponsorship idea?

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





Sponsorship Agreement

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

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

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