

# Annual Sponsorship Guide

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Tennessee  
Urban Forestry  
Council

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2026



## Contact

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# A Message from TUFC

Thank you for your interest in the Tennessee Urban Forestry Council and the work we do to strengthen urban and community forests across our state.

TUFC brings people together around a shared commitment to healthy trees and thriving communities. Our network includes Tennessee's leading urban forestry and arboriculture professionals alongside engaged community tree stewards and advocates. Together, we share knowledge, collaborate, and strengthen urban forestry across the state.

Today, TUFC reaches and serves:

- 200 engaged members representing every region of Tennessee
- 45,000 people through digital communications each year
- 140+ annual conference attendees
- 2,000 annual webinar viewers from across North America
- Thousands of visitors at our network of 150 certified arboreta

Inside this packet you will find several ways your organization can support this work — from annual sponsorship as a **Root Supporter** or **Canopy Sponsor**, to **conference sponsorship opportunities**, to **custom partnerships as a Canopy Partner** supporting larger initiatives.

We hope this guide provides a helpful overview, and we welcome the opportunity to explore how your organization can become part of TUFC's growing community of supporters.

With appreciation,

Sarah Welz, Board President

Kevin Bolger, Programs & Operations Manager

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# Contents

02. INTRODUCTION

---

04. ABOUT US

---

05. ANNUAL SPONSORSHIP

---

06. PROGRAM OPPORTUNITIES

---

08. CUSTOM PARTNERSHIPS

---

09. CONFERENCE SPONSORSHIP

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# About Us

Founded in 1991, the Tennessee Urban Forestry Council (TUFC) is Tennessee’s nonprofit voice for trees.

Through education, recognition programs, professional development, and public outreach, TUFC works to inspire action, exchange knowledge, foster collaborations, and advance awareness of the many benefits trees provide to Tennessee’s communities. Our work equips professionals, volunteers, and community leaders with the training, tools, and networks needed to grow and sustain healthy urban and community forests.

As a membership-driven organization, we value the camaraderie and connections that naturally develop when Tennessee’s tree people come together to learn, share expertise, and support one another’s work. We consider it a privilege to be the convener and connector that enables these relationships to blossom, and our partners are an integral part of building this community.

TUFC is a registered 501(c)(3) nonprofit funded through member support, program revenue, private donors, and a grant from the TN Division of Forestry. Operating with a small staff, a working Board, and dedicated volunteers, TUFC maximizes its resources to deliver meaningful statewide impact.

## Our Approach

### Empower

Advance the skills, knowledge, and capacity of professional and volunteer tree stewards through educational programs.

### Inspire

Celebrate and share stories about trees, people, and organizations strengthening urban forests in Tennessee and beyond.

### Connect

Foster collaboration and learning between urban forestry professionals, community leaders, and engaged tree advocates.

# Annual Sponsorship



## Root Supporter

Foundational supporters that want visibility and alignment with TN's urban forestry community.

Web + Newsletter  
Small Logo

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Social Media Group Spotlight

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1 Complimentary  
Individual Membership

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**\$500**



## Crown Sponsor

Sponsors that want to directly support a specific TUFC program with elevated visibility.

Web + Newsletter  
Large Logo

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Social Media Solo Spotlight

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3 Complimentary  
Individual Memberships

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Events and Jobs Listing

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Select Program Sponsorship

**\$1,000**

**Commit your 2026 Annual Pledge by April 30th**

# Program Opportunities



For **Crown Sponsors** only. Align with a specific area of impact within TUFC's work. Select one program to support and receive recognition on the program's materials.

## **Arboretum Certification Program**

Supports 150 certified arboreta across TN. These public tree collections expand tree diversity, provide experiential tree education, and bring community members together.

## **Tree Sanctuary Program**

Recognizes 75 homeowner-led sanctuaries that promote healthy yards, biodiversity, tree protection, and grassroots advocacy in communities across the state.

## **Landmark, Historic & Heritage Tree Registry**

Shares the stories of Tennessee's most significant trees, protecting living history and celebrating the cultural importance of trees in our communities.

# Program Opportunities



For **Crown Sponsors** only. Align with a specific area of impact within TUFC's work. Select one program to support and receive recognition on the program's materials.

## **Arborist Training & Workshops**

Advances professional development for aspiring and practicing arborists. Options include the ISA Certified Arborist Prep Course, TRAQ training, PPQ training, and Pre-Conference Workshops.

## **Canopy Connections**

Social and educational gatherings (~50 attendees per event) designed to strengthen regional peer networks and expand awareness of local urban forestry issues.

## **Tennessee Tree Stewards**

Trains and empowers engaged volunteers to care and advocate for trees in their communities. Builds capacity for local volunteer workforces and encourages green industry career exploration.

# Custom Partnerships

**Canopy Partners** invest more than \$5,000 annually and collaborate with TUFC on high-impact initiatives. These are distinct from the annual and conference sponsorship packages.

Potential impact areas could include:

- Educational resources and outreach materials for the public
- Creative digital content and storytelling
- Scholarship and financial assistance funds for aspiring green industry professionals
- Youth education or workforce development programs
- Small grant funds to support community projects

We welcome your ideas and would be happy to dive into a collaborative conversation about how our goals align.



## Canopy Partners

\$5,000+ annual investment

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Collaborate with TUFC on high-impact initiatives

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Receive recognition as an official partner of TUFC

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Customized based on scope and level of investment

# Conference Sponsorship



## Memphis | October 28 – 30

TUFC's Annual Conference brings together 140+ urban forestry and arboriculture professionals, civic leaders, green industry partners, and community tree stewards for two days of learning and networking.

All conference sponsorship levels include exhibitor space.

Level	Investment	Attendee Badges	Key Benefits
Tulip Poplar (Title)	\$5,000	4	Featured Sponsor for General Sessions Full Page Event Packet Ad
White Oak	\$2,500	2	Featured Sponsor for a Reception or Meal Half Page Event Packet Ad
Magnolia	\$1,500	1	Featured Sponsor for a Break or Field Tour Quarter Page Event Packet Ad
Dogwood	\$750	1	Logo Recognition at Event and in Digital Comms
Exhibitor (Commercial)	\$500	1	Exhibitor Space
Exhibitor (Nonprofit)	\$300	1	Exhibitor Space

# Event Schedule



**28  
OCT**

## Pre-Conference Activities

Pre-Conference Workshop  
Welcome Party



**29  
OCT**

## Conference Day 1

General Session  
Awards Luncheon  
Field Tours  
President's Reception



**30  
OCT**

## Conference Day 2

Breakout Sessions / Field Demos  
Closing Keynote





**Thank you!**

**Join us in strengthening  
Tennessee's urban forests.**

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