

# STRUCTURE

## ISA ONETREE PROGRAM

### OneTree Corporate Alliance Partner

Min. Fee \$100,000

Reserved for non-industry partners only  
Limited availability

### OneTree Partner

Min. Fee \$25,000

<i>Elite</i> +\$75,000 Limit 1	<i>Distinguished</i> +\$50,000 Limit 2	<i>Honored</i> +\$25,000 Limit 3
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### OneTree Associate

Min. Fee \$10,000

Limit 15

## ISA SPONSORSHIPS

### ISA Corporate Sponsor

Sponsor of specific event or program  
\$2,500  
Unlimited

### ISA Patron

In-kind or monetary support for ISA public education,  
leadership, and ambassador efforts

Gold \$2,000	Silver \$1,000	Bronze \$500
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MAKE THE WORLD  
A BETTER PLACE.

BECOME A PART

OF ISA'S



INTERNATIONAL SOCIETY  
OF ARBORICULTURE

2101 WEST PARK COURT  
CHAMPAIGN, IL 61821

888-ISA-TREE

[WWW.ISA-ARBOR.COM](http://WWW.ISA-ARBOR.COM)

LONGEVITY

STRENGTH

DISTINCTION

## PROGRAM

## CRITERIA

## OPPORTUNITIES

### WHAT IS THE ONETREE PROGRAM?

The OneTree Program is ISA's new corporate sponsorship program created to establish and build a strong and unified network of dedicated companies, organizations and individuals who align with the society's corporate values and mission and who share a common vision.

The OneTree program transitions away from the traditional sponsorship model of individual, single-event transactions to a model of developing long-term, year-round business relationships. It is through these relationships, that the OneTree program will create significant change, enhance the industries it serves and help to make the world a better place...one tree at a time.

The OneTree program is made up of three levels: Corporate Alliance Partners, OneTree Partners and OneTree Associates. Partners are further designated as Elite, Distinguished or Honored based on their level of commitment and support to ISA. The program limits the number of participants at both the Partner and Associate levels to create value and exclusivity for organizations involved at these levels.



### ONETREE PARTICIPANTS MUST:

- ▶ Demonstrate a commitment to ISA and ISA's mission
- ▶ Share common vision, principles and values with ISA
- ▶ Demonstrate engaged industry involvement
- ▶ Have a history of on-going support for ISA through:
  - ▶ Regular year round advertising
  - ▶ Annual sponsorship of ISA events and educational programs
  - ▶ Research
  - ▶ Promotion and/or sale of ISA products and services
  - ▶ Encouragement and support for employees that participate on ISA committees
- ▶ Actively promote the ISA brand in media and advertising campaigns



### ISA SPONSORSHIP OPPORTUNITIES

Whether you are an individual, small business, mid-sized firm, or large corporation various sponsorship opportunities exist for all levels.

Sponsorship opportunities include:

- ▶ Events
- ▶ Education
- ▶ Research
- ▶ Technology/Online
- ▶ Public Education
- ▶ Leadership/Ambassador Activities
- ▶ Advertising/Publications
- ▶ Membership Services
- ▶ Product Development

