

THE URBAN FOREST PROJECT

San Francisco

Sponsorship Opportunities

www.ufp-global.com

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Worldstudio
projects

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RESOURCES

The following resources may be helpful while reviewing this proposal:

- <http://ufp-global.com>: Main Urban Forest Project website.
- <http://ufp-sf.com>: San Francisco project website.
- <http://ufp-dc.com>: Washington, DC project temporary website.
- <http://ufp-nyc.com>: Overview of original Times Square project - photo gallery of hanging banners and bags available for viewing.
- <http://ufp-nyc.com/banners/>: Banner artwork from the original Times Square project.
- <http://ufp-nyc.com/press/>: Partial list of press generated from the Times Square project.
- <http://ufp-abq.com>: Albuquerque project website.
- <http://ufp-toledo.com>: Toledo project website.

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES

PROJECT HISTORY

In the fall of 2006, The Urban Forest Project (UFP), an unprecedented outdoor exhibition conceived and executed by Worldstudio, took root in New York City. One hundred eighty-five designers and artists employed the idea or form of the tree to make powerful visual statements about the environment that were placed on banners and displayed throughout Times Square.

The tree is a metaphor for sustainability and, in that spirit, the banners from the exhibition were recycled into totebags designed exclusively for the project by Jack Spade. Profits from the sale of the totebags went to scholarship and mentoring programs to sustain the next generation of design talent.

THE RESPONSE

The success of the project exceeded Worldstudio's expectations. When the project was originally announced to the design community to solicit participation, over 300 designers expressed interest within the first two weeks. The project garnered press on television, in print and online; from not only the design press, but also mainstream media such as: ABC News, NBC News, Fox News, NY1, The New York Times, Time Out New York and BusinessWeek Online.

The Urban Forest Project was selected as a top finalist for The Municipal Art Society of New York's prestigious Brendan Gill Prize. Other top finalists included: Anthony Minghella's Madama Butterfly at the Metropolitan Opera, Anish Kapoor's Sky Mirror at Rockefeller Center and Dale Chihuly at the New York Botanical Garden.

An unexpected outcome has been grass roots interest from city governments, corporations, professional associations, educational institutions, environmental groups and others to mount The Urban Forest Project in their local communities.

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES

PLANTING THE SEEDS FOR FUTURE GROWTH

As demonstrated by the response, The Urban Forest Project concept has great potential for expansion and is being developed into an international program by Worldstudio.

The project took root in Albuquerque, NM on October 1, 2009 and will be executed in San Francisco, CA; Tacoma, WA; Toledo, OH and Washington, DC in 2010. Talks with other cities include: Atlanta, Detroit, Chicago, Kansas City, Istanbul, Los Angeles, Memphis, Melbourne (Australia), New Orleans, Paris, Seattle and Singapore. There's even discussion of a touring exhibition in Africa and Europe. Educational institutions have inquired about bringing the project to their schools. In all cases, these organizations approached, unsolicited, indicating that the Urban Forest Project has deep resonance globally.

The Urban Forest Project SF will be leveraged by the City in a number of ways:

- To unite the community around a highly visible environmental initiative/public arts/educational initiative.
- As a platform to engage and educate the general public, civic leaders, educators, students, and the creative and business communities around local sustainability, recycling and urban forestry initiatives.
- To raise funds for tree planting initiatives - proceeds from the sales of product produced from the recycled banners will go directly to Friends of the Urban Forest.
- As an educational platform - the project includes a mentoring component where professional designers from AIGA SF (professional association of design) mentored underserved high school youth to create a portion of the banners.

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES

WHY SPONSOR THE URBAN FOREST PROJECT SF

Sponsorship of the Urban Forest Project SF offers your company/organization the opportunity to:

- Demonstrate good corporate citizenship in your community, as well as globally, by supporting positive environmental action, education and public arts.
- Demonstrate to all stakeholders that your organization cares about the environment and the community.
- Support a project that unites, and is visible to, local government, the creative community, the business community, educators, students and the general public.
- Support the city's main platform for educating and engaging citizens around "greening" and tree planting initiatives.
- Stimulate dialog and action around the issues of sustainability.
- Enhance brand equity and reputation.
- Align and promote your brand through a project that has positive impact on various communities.
- Be included in a highly visible national and international program.
- Foster creativity and community effort.
- Foster positive internal culture; energizing and motivating employees, enhancing productivity and increasing employee satisfaction.
- Attract and retains top talent.
- Position company as invested in the future.
- Help raise awareness/funds for local urban forestry/tree planting initiatives.
- Support a mentoring program that engages underserved high school youth.
- Have sustained presence on-site and online.
- Promote the project and involvement through your PR and communication efforts.

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS AND SUPPORTING INFORMATION

In this section, you will find: Sponsorship opportunities and benefits; banner samples and specs; and timeline for The Urban Forest Project SF.

Sponsorship support is the sole funding source of the project.

Sponsorship opportunities range from \$5,000-\$75,000. The wide range was created to be as inclusive as possible.

All sponsorship opportunities include some level of banner visibility, dependent on support. Banners will be displayed for a minimum of three months in highly trafficked areas of downtown San Francisco (see map of proposed locations on page 11).

Option 1: Lead Sponsor

- Includes all benefits of Presenting Sponsor level (see following page), plus exclusive visibility on all 100 artwork banners.
- Highest level recognition as Lead Sponsor of the Urban Forest Project SF.

Lead Sponsor Fee: \$75,000

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES**Option 2: Presenting Sponsors***Visibility*

- Worldstudio will work with Presenting Sponsors to identify additional benefits aligned with sponsors marketing goals.
- Recognition as a Presenting Sponsor of the Urban Forest Project SF
- **Shared logo recognition on one hundred (100) Urban Forest Project SF title or artwork banners, coverage at all banner sites. See sample banner recognition on page 12.**
- Logo recognition and company informational page on UFP global website.
- Highest level recognition (logo and link) as Presenting Sponsor on project website.
- Company informational page on project website.
- Highest level recognition as a Presenting Sponsor in all press releases, e-newsletters, promotions and marketing.
- Highest level recognition (logo) on signage at opening reception.
- Worldstudio will foster relationships between Presenting Sponsors and other project stakeholders (i.e., professional organizations; educational institutions, designers, local businesses).

Hospitality

- Speaking opportunity at opening reception.
- Recognition as a host of opening reception.
- Twenty (20) invitations to opening reception for clients and guests.
- Area at opening reception for marketing materials.

Sponsor rights

- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

Presenting Sponsor Fee: \$50,000

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES**Option 3: Major Sponsors***Visibility*

- Worldstudio will work with Major Sponsors to identify additional benefits aligned with sponsors marketing goals.
- Recognition as a Major Sponsor of the Urban Forest Project SF.
- Logo recognition on fifty (50) Urban Forest Project SF title or artwork banners. See sample banner recognition on page 12.
- Recognition (logo and link) as a Major Sponsor on project website.
- Company informational page on project website.
- Recognition as a Major Sponsor in all press releases, e-newsletters, promotions and marketing.
- Recognition as Major Sponsor (logo) on signage at opening reception.
- Worldstudio will foster relationships between Major Sponsors and other project stakeholders (i.e., professional organizations; educational institutions, designers, local businesses).

Hospitality

- Recognition as a host of opening reception.
- Ten (10) invitations to opening reception for clients and guests.
- Area at opening reception for marketing materials.

Sponsor rights

- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

Major Sponsor Fee: \$25,000

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES**Option 4: Supporting Sponsors**

Basic benefits include:

Visibility

- Recognition as a Supporting Sponsor of the Urban Forest Project SF.
- Logo recognition on twenty (20) Urban Forest Project SF title or artwork banners. See sample banner recognition on page 12.
- Recognition (logo and link) as Supporting Sponsor on project website.
- Company informational page on project website.
- Recognition as a Supporting Sponsor in all press releases, e-newsletters, promotions and marketing where space allows.
- Recognition (logo) as a Supporting Sponsor on signage at opening reception. *Hospitality*
- Five (5) invitations to opening reception for clients and guests.
- Area at opening reception for marketing materials.

Hospitality

- Five (5) invitations to opening reception for clients and guests.
- Area at opening reception for marketing materials.

Sponsor rights

- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

Supporting Sponsor Fee: \$10,000

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES

Option 5: Friend of the Urban Forest Project SF

Basic benefits include:

Visibility

- Recognition as a Friend of the Urban Forest Project SF.
- Logo recognition on ten (10) Urban Forest Project SF title or artwork banners. See sample banner recognition on page 12.
- Sponsor name and link on project website.
- Recognition as a Supporting Sponsor in all e-newsletters, promotions and marketing where space allows.

Hospitality

- Two (2) invitations to opening reception for clients and guests.

Sponsor rights

- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

Friends of the Urban Forest Project SF Fee: \$5,000

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES**LOCATIONS**

Proposed locations to house the 200 side-by-side banners (100 light poles),

- Divisadero: Sacramento to Haight
- Polk: Post to Sacramento
- South: Van Ness Mission to 14th Street
- Valencia: 15th to 19th Streets
- San Bruno: Silver to Dwight
- 9th Street: Harrison to Mission
- 10th Street: Harrison to Mission
- Howard: 4th to 9th Streets
- Harrison: Spear to 5th Streets
- Gough: Fell to Bush
- Franklin: Fell to California
- Geary: Arguello to 28th Avenue
- Columbus: Francisco to Washington
- Montgomery: Market to Washington
- Bayshore: Arleta to Sunnydale
- Powell: Broadway to Clay Washington
- Balboa: 3rd to 7th Avenue
- Pacific: Van Ness to Larkin
- Grant: Green to Jackson

* Subject to change

URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES

TITLE BANNER AND ARTWORK BANNER

San Francisco sample

Height: 72 inches

Length: 36 inches

**** Please note that if we secure a Lead Sponsor, their logo will be the exclusive brand on the 100 artwork banners (right hand side)**



URBAN FOREST PROJECT SF SPONSORSHIP OPPORTUNITIES

FOR MORE INFORMATION

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Main Urban Forest Project site: www.ufp-global.com

Main Worldstudio site: www.worldstudioinc.com



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