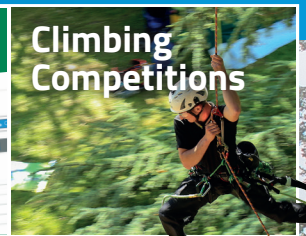
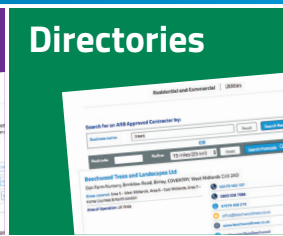




Arboricultural
ASSOCIATION

trees.org.uk

Why Become a Sponsor?



Becoming an Arboricultural Association Sponsor?

Key Benefits of sponsorship

Sponsorship is one of the fastest growing forms of marketing

(USA - #1 as of October 2017)

- + Presents your company name and products and services to your **target audience** while differentiating your company from your competitors.
- + **Generates positive publicity** toward your brand and company. Sponsorship is perceived as non-aggressive marketing and supportive of the wider causes of the industry and is now a crucial method of developing **Corporate Social Responsibility** (The Arboricultural Association being a registered charity.)
- + Heightens **visibility of your brand** while also boosting its credibility, image, and prestige.
- + **Provides synergy** and **a lead** with your customers and prospects, which associates your business with the event or topic.
- + **Supports your wider marketing objectives:** Arboricultural Association pre and post event marketing to promote your sponsorship through our multitude of direct promotional channels (website, e-Newsletters, social media etc.)
- + Sponsorship is a powerful complement to your marketing program, allowing you to **target niche markets** without any waste.

The Arboricultural Association has 4 exclusive sponsorship opportunities* each year. The fundamental proposition for Arboricultural Association event and services sponsorship is to provide year-round exposure, promotional opportunities, brand placement and opportunities for placement of articles and Opinion pieces.

In addition, sponsors are associated with the Association's key strategic aims of raising the standards of professionalism in the industry and raising awareness of the benefits of trees and the professionals who enable their sustainable management.

Events and Training



Why does the Arboricultural Association hold events?

- ✚ Events and Training opportunities help the industry to **grow and to set standards** and achieve new goals. Information is instantaneous, interaction is constant and exposure is limitless. In 2018, we held around **100 training courses** for 2000 arborists and tree surgeons. We aim to raise standards of **education** and **knowledge** across the industry and all courses and events are open to members and non-members. There's something for everyone, from professional arborists and environmentalists to those with an interest in trees.
- ✚ The Association's 2 flagship events are key dates on the calendars of all arborists and related professions. **The ARB Show**, held at Westonbirt in May is the biggest industry trade fair attracting record numbers with over 100 Exhibitors and over 8,000 visitors over 2 days. **The National Amenity Conference**, held every September, has been the platform for sharing the latest research, practices and developments for over 50 years. As well as training and professional development, the Association gives 400 arborists at the top of their fields a chance to network, collaborate and share ideas.
- ✚ The Arboricultural Association **Climbing Competitions** present several opportunities for climbers of all levels to compete throughout the year. They are run by a team of Arboricultural Association volunteers who want to try and help advance working practices such as climbing practice and safety.

Events and Training

For the **sponsor**:

- + These events offer **a unique environment** dedicated to the exchange of arboricultural research, training and industry expertise whether at craft, contractor or consultant level.
- + Arboricultural Association industry events bring together **national and international industry experts** as well as professionals from related environmental sectors including forestry and ecology.
- + Both the Show and Conference have continued to draw in **increasing numbers of visitors and delegates**. Both events were over **40% up** on previous year's attendances.

Sponsorship provides an **excellent opportunity** to:

- + **Demonstrate** your organisation's alignment and **support** to the arboricultural industry.
- + The opportunity to promote your name and to maintain a **high profile** among key stakeholders and decision-makers before, during and after Arboricultural Association events.
- + Members of the Arboricultural Association and delegates are keen to improve their industry, skills and sector knowledge. Linking your company with their educational experience demonstrates **your commitment** to assisting their professional development.
- + Opportunity to consolidate corporate and sector **relationships** and expose your staff to their key target markets.
- + Significant introduction to a **highly engaged, relevant** and **influential audience** in an educational environment away from the competition of everyday distractions.

Extend your contact and prospect base across related sectors:

Woodland	Engineering	Building Development	Construction
Forestry	Botanists	Scientific Practitioners	Utilities
Landscaping	Nursery	Consultants	General Public
Ecology	Suppliers	Landscape Architects	
Architecture	Land Development	Horticulture	

Arboricultural Association 2017 Performance Highlights

We are **growing and evolving...**

- + We've welcomed **620 new members** and **30 new ARB Approved Contractors**.
- + Flagship events and training courses have **eclipsed all previous records**.
- + Our marketing has reached and engaged with more professionals and members of the public than ever before (Facebook marketing reached a total of **155,000 individuals** from January to October).
- + **Website traffic increased** by 3,000 unique page views per month vs 2016.
- + **We listen to our members** and customers, in 2017 we've used more surveys and feedback to improve and evolve our services to ensure we remain relevant to both the industry and the public.
- + We hit **9,000 Facebook** and **6,000 Twitter** followers (3,500 new Facebook followers in 2017).

Our profile is **reaching further...**

- + **Influence** through the APPGHG in the Houses of Parliament.
- + **Directly reaching and engaging** with up to 7,000 arborists and operatives in the industry.
- + **Building close partnerships** with key influencers in the commercial and public sector.
- + **Building closer ties** with International Arborist organisations, in 2016 we became an Associate Organisation of the International Society of Arboriculture (Giving us access to a community of 50,000 arborists).
- + Providing **un-matched member services** and communications for the UK industry.
- + **Expanding communication** and social media channels with all sectors of the industry.
- + Our **biosecurity initiatives** have received support across the board from DEFRA to the Woodland Trust.
- + ARB Show **attendance up** by 50% on 2017.
- + Annual Amenity Conference ratings significantly up on 2016. **HRH Prince Charles** provided the opening address.
- + New CRM system and website has **increased marketing channel effectiveness**.
- + New **logo for qualified grade members** launched.

Note: Sample Web and Facebook Analytics for Arboricultural Association can be provided on request. Website statistics are based on figures from January – August 2017.

How your sponsorship contribution helps the Arboricultural Association

It is important that the Arboricultural Association keeps moving forward and continues to show positive progress in raising the profile and representing the arboricultural industry. The political and lobbying activities of the AA have increased significantly in 2018 and representations and events are being held for members of both houses in Parliament.

With this in mind, we invite you to offer sponsorship for the 2019 year. This will enable us to promote and improve public education, professional arboricultural practices and safety awareness.




The Arboricultural Association generates income from a number of sources including membership, training, publications and, sponsorship. This income is then deployed over a large number of functions.

Office administration	Educational Development	Public awareness	Conference Dinner
Website services and development	Industry working groups	Advertising	Welcome reception
Member services	National association industry meetings	Promotion	Conference
Committee support	The ARB Magazine	Event Venues	Catering
		Presenters / Speakers	Event support resources

The Association is registered as a not for profit charity.

What we require from our sponsors:

Once the sponsor accepts an Arboriculture Association sponsorship we will require the sponsor to provide the following:

-  Company logo in electronic format. JPEG and EPS format please.
-  Company profile.
-  Signed Annual Sponsorship acceptance agreement.

As in the past, the company who holds the current level of sponsorship has first right of reply.

Please note that all assets and rights sponsorship contributions are exclusive of any manufacturing costs where these apply – i.e. for give-away products, banners, signage, etc. which bear the sponsor name. All promotion of sponsors through AA owned media channels will be borne by the Association.