

# 2024

UTILITY ARBORIST ASSOCIATION  
**SPONSORSHIP OPPORTUNITIES**





# THE UAA VALUES EACH AND EVERY ONE OF OUR SPONSORS.

The UAA is an organization of over 5,500 individuals with interest in and a commitment to the maintenance of trees and other vegetation for the purpose of ensuring the safe and reliable distribution of energy, including electric, oil and gas, to business and residences.

## UAA MISSION

"We will drive excellence, innovation, and improvement in utility vegetation management through professional development, outreach, research, and the use of best practices."

## VISION

"We will be the leading organization for those who provide professional vegetation management services."

## UAA CORE VALUES

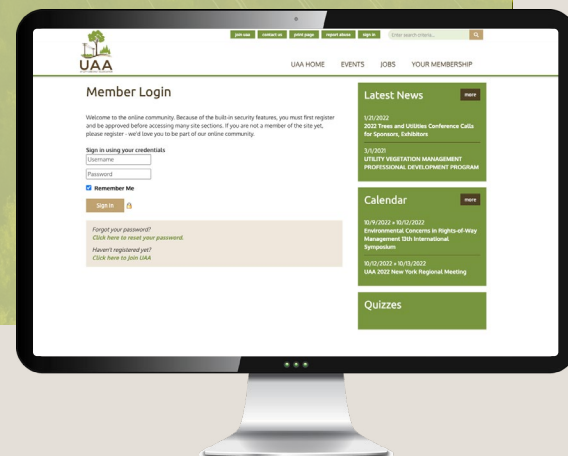
"A culture of safety, environmental sustainability, education, and operational excellence forms the foundation of our organization."

We cannot do what we do without our sponsors. UAA sponsorship provides industry connections, hospitality, affinity, member access, data, and helps to shape our members' perception in a way that is difficult to achieve on our own.

With more than 5,500+ members and more than 500 unique website visits, the UAA offers an interactive, comprehensive website and member platform that is the primary resource for all aspects of utility arboriculture and right-of-way vegetation management.

## SPONSORSHIP OFFERINGS:

- Supporting educational outreach through webinars and quizzes
- Secured members-only section
- "Industry News" section on UAA social media with up-to-date information on what is happening in the industry
- Job posting section to assist members in their career advancement
- Robust website with featured links and information dedicated to industry segments



## SPONSORSHIP RATES

**DIAMOND**  
\$30,000

**PLATINUM**  
\$15,000

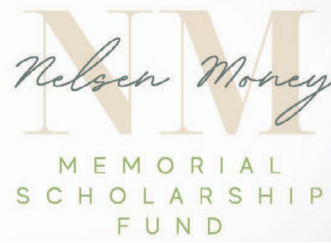
**GOLD**  
\$10,000

**SILVER**  
\$5,000

**BRONZE**  
\$2,500

**COPPER**  
\$1,500

**SUPPORTER**  
\$1,000



The UAA Nelson Money Scholarship Program provides financial support for university and college students through scholarships to foster a greater appreciation of the utility arboriculture industry. If you would like to make a financial contribution in support of the program, it will be invoiced separately from sponsorships.

### BENEFITS OF DONATING:

- Your dollars will go towards supporting students looking to pursue various careers in programs of utility line clearance, utility vegetation management, arboriculture, forestry, urban forestry, or related fields to help boost our ever-changing industry.
- Tax deduction donation for you / your company
- Higher graduation rates. When students receive educational scholarships, allowing them to go to the school of their choice, it results in a significantly higher graduation rate.
- UAA Partners in Excellence (PinE Award) points will be awarded for scholarship donations. This award is given annually at the Trees & Utilities conference and recognizes companies that go above and beyond to support our mission. It encompasses UAA membership, sponsorship, advertising, active committee volunteerism, and many other means such as this scholarship. Then each has been quantified and assigned a value, all adding up to equal your PinE Score.



OR, To mail a donation, you can download this donation form.



HERE ARE SOME SAMPLES OF OUR POPULAR WEBINARS. SCAN THE QR CODES TO WATCH THE VIDEOS. LOG IN TO THE MEMBER PORTAL TO SEE MORE OF OUR PAST OFFERINGS.

SPONSORSHIP CATEGORIES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	COPPER	SUPPORTER
<b>Exclusive Diamond</b> Limited to 1 sponsor	<input checked="" type="checkbox"/>						
<b>Premier Digital Banner Ad</b> Company logo displayed on the UAA website as the Diamond Sponsor	<input checked="" type="checkbox"/>						
<b>One Premier Belly Band</b> Wrap-around paper band for one UAA <i>Newsline</i> magazine in 2024 (choice of May/June or July/August) <b>*\$7,500 value</b>	<input checked="" type="checkbox"/>						
<b>Gold Sponsor</b> Limited to 2 sponsors (one utility and one non-utility)			<input checked="" type="checkbox"/>				
<b>Trees &amp; Utilities Conference</b> Complimentary Conference Registration <b>*\$600 value (per person)</b>	<input checked="" type="checkbox"/> Four	<input checked="" type="checkbox"/> Two	<input checked="" type="checkbox"/> One				
<b>UAA Website</b> Full-color logo with link to corporate website for one year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<b>UAA Sponsor Spotlight</b> Publish content of choice in the <i>Newsline</i> and on UAA social media <sup>1</sup>	<input checked="" type="checkbox"/> 800 words 2 color images	<input checked="" type="checkbox"/> 600 words 1 color image	<input checked="" type="checkbox"/> 500 words 1 color image	<input checked="" type="checkbox"/> 300 words 1 color image	<input checked="" type="checkbox"/> Social Media 1 color image		
<b>UAA Memberships</b> Complimentary one-year membership	<input checked="" type="checkbox"/> Six	<input checked="" type="checkbox"/> Four	<input checked="" type="checkbox"/> Three	<input checked="" type="checkbox"/> Two	<input checked="" type="checkbox"/> One		
<b>Utility Arborist Newsline</b> Full-color logo advertisement to recognize sponsor level (logo size based on level)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>All UAA Webinars for 2024</b> Logos displayed with messaging: "Brought to you by [company & logo]"						<input checked="" type="checkbox"/>	
<b>"Thank You" Slide</b> Full-color logo displayed on UAA Annual Membership meeting PPT <sup>2</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Company Name Listed only	Company Name Listed only
<b>UAA Monthly Emails</b> Logo included in emails sent to 5,500+ UAA members <sup>3</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

1. Content must be informative for the UAA membership base  
2. Thank You slide is prominently displayed during UAA Annual meeting and the Trees & Utilities Conference presentations

3. Sponsor logo is noted in all avenues of marketing for the webinars, which include the *Utility Arborist Newsline*, Facebook, the UAA website, LinkedIn, and Member Updates  
4. All sponsor benefits will take affect within 5 business days of a paid-in-full invoice