



UTILITY ARBORIST ASSOCIATION  
**SPONSORSHIP PROSPECTUS**

# 2026



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

The UAA is an organization with thousands of individuals interested in and committed 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 businesses 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.

The UAA empowers a network of thousands of UVM professionals and the public, by offering 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

EXCLUSIVE TO ONE SPONSOR

### PLATINUM

\$15,000

EXCLUSIVE TO ONE SPONSOR

### GOLD

\$10,000

EXCLUSIVE TO TWO SPONSORS

### GROWING CONNECTIONS

\$7,500

EXCLUSIVE TO FOUR SPONSORS

### 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.

Donate

UAA, the utility arboriculture industry's leading trade organization

UAA Webinar ANSI  
Z33-2025 What You  
Need to Know



UAA Webinar Evaluating  
the use of eDNA as a  
monitoring technique  
for pollinators on  
rights-of-way



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

All Sponsors who sign-up before December 31st will be included on a physical banner, which will travel to each in-person event in 2026. This banner will also be signed and gifted to the top sponsor at the end of the year!

## DIAMOND | LIMITED TO ONE SPONSOR \$30,000

- **Premier Digital Banner Ad** – company logo displayed on the UAA website as the Diamond Sponsor
- **One Premier Belly Band** – Wrap-around paper band for one *Utility Arborist Newsline* magazine in 2026 (choice of May/June or July/August)  
\* \$7,500 value
- **Utility Arborist Newsline (Official Magazine of the UAA)** – Cover photo on an edition of choice (guidelines to be created with image specs)
- **Four Complimentary Registrations to Trees & Utilities Conference** – \*\$600 value (per person)
- **Complimentary Ad** – 90 px (tall) x 720 px on our directory page within the member portal
- **UAA Website** – Full-color logo with link to corporate website until the end of 2026
- **UAA Sponsor Spotlight** – Publish content (800 words and 2 color images) of choice in one issue of the *Utility Arborist Newsline*
- **Social Media** – Monthly “thank-you” message and acknowledgement post highlighting our partnership
- **UAA Memberships** – Complimentary one-year membership for 6 people
- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **“Thank You” Slide** – Full-color logo prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

# SPONSORSHIP CATEGORIES

## PLATINUM | LIMITED TO ONE SPONSOR

\$15,000

- **Two Complimentary Registrations to Trees & Utilities Conference** – \*\$600 value (per person)
- **Complimentary Ad** – 90 px (tall) x 720 px on our directory page within the member portal
- **UAA Website** – Full-color logo with link to corporate website until the end of 2026
- **UAA Sponsor Spotlight** – Publish content (600 words and 1 color image) of choice in one issue of the *Utility Arborist Newsline*
- **Social Media** – Bi-monthly “thank-you” message and acknowledgement post highlighting our partnership
- **UAA Memberships** – Complimentary one-year membership for 4 people
- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **“Thank You” Slide** – Full-color logo prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

## GOLD | LIMITED TO TWO SPONSORS

\$10,000

- **One Complimentary Registrations to Trees & Utilities Conference** – \*\$600 value (per person)
- **Complimentary Ad** – 90 px (tall) x 720 px on our directory page within the member portal
- **UAA Website** – Full-color logo with link to corporate website until the end of 2026
- **UAA Sponsor Spotlight** – Publish content (500 words and 1 color image) of choice in one issue of the *Utility Arborist Newsline*
- **Social Media** – Quarterly “thank-you” message and acknowledgement post highlighting our partnership
- **UAA Memberships** – Complimentary one-year membership for 3 people
- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **“Thank You” Slide** – Full-color logo prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

## GROWING CONNECTIONS | LIMITED TO FOUR

\$7,500

- **Two Complimentary Registrations to Trees & Utilities Conference** – \*\$600 value (per person)
- **Complimentary Ad** – 90 px (tall) x 720 px on our directory page within the member portal
- **UAA Website** – Full-color logo with link to corporate website until the end of 2026
- **UAA Sponsor Spotlight** – Publish content (400 words and 1 color image) of choice in one issue of the *Utility Arborist Newsline*
- **Social Media** – Quarterly “thank-you” message and acknowledgement post highlighting our partnership
- **UAA Memberships** – Complimentary one-year membership for 3 people
- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **“Thank You” Slide** – Full-color logo prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

## SILVER | UNLIMITED SPONSORS

\$5,000

- **UAA Website** – Full-color logo with link to corporate website until the end of 2026
- **UAA Sponsor Spotlight** – Publish content (300 words and 1 color image) of choice in one issue of the *Utility Arborist Newsline*
- **Social Media** – One “thank-you” message and acknowledgement post highlighting our partnership
- **UAA Memberships** – Complimentary one-year membership for 2 people
- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **“Thank You” Slide** – Full-color logo prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

## BRONZE | UNLIMITED SPONSORS

\$2,500

- **UAA Website** – Full-color logo with link to corporate website until the end of 2026
- **UAA Sponsor Spotlight** – Publish content (300 words and 1 color image) of choice in one issue of the *Utility Arborist Newsline*
- **Social Media** – One “thank-you” message and acknowledgement post highlighting our partnership
- **UAA Memberships** – Complimentary one-year membership for 1 person
- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **“Thank You” Slide** – Full-color logo prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

# SPONSORSHIP CATEGORIES

## COPPER | UNLIMITED SPONSORS

\$1,500

- **UAA Website** – Full-color logo with link to corporate website until the end of 2026
- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **All UAA Webinars for 2026** – Logos displayed with messaging: “Brought to you by [company & logo]”
- **“Thank You” Slide** – Company name prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

## SUPPORTER | UNLIMITED SPONSORS

\$1,000

- **Recognition in the *Utility Arborist Newsline*** – Full-color logo and sponsor level (logo size based on level)
- **“Thank You” Slide** – Company name prominently displayed during presentations at the UAA Annual meeting and luncheon at the Trees & Utilities Conference
- **UAA Monthly Emails** – Logo included in emails sent to 6,000+ UAA members (to take affect within 5 business days of a paid-in-full invoice)

## OPTIONAL ADD-ON | UNLIMITED

\$1,000



This year we are excited to be adding an opportunity to advance UVM education efforts. With this tax-deductible addition to your sponsorship, you can help advance the Professional UVM Credentialling Program at the university level and the Utility Line Clearance Arborist Training programs at the community college level. If adding this donation, select “other” on the pledge form and add your chosen

sponsorship level amount to your desired donation amount. This can be different that the listed donation amount; it will be divided equally between these two critical programs which are empowering UVM professionals. Corporate UVM education donors will be denoted with a graduation cap symbol next to your logo on the sponsorship recognitions online and in the sponsorship graphic.