

UAA®
UTILITY ARBORIST ASSOCIATION

2027

Sponsorship Prospectus

UTILITY ARBORIST ASSOCIATION

We celebrate our sponsors' dedication to fueling our mission-oriented committee work, the growth of our community, and our progress toward creating safer, more connected, and more sustainable communities.

The UAA is built on a solid foundation of professional development, outreach, research, and the use of best practices; combined with being bold enough to pursue excellence, innovation, and improvement to better empower those managing vegetation in Rights-of-Ways, either directly or strategically.

One of the most powerful aspects of joining the UAA community is that we actively empower professionals to further develop in their careers and experts to work outside competitive bounds to improve education, safety, environmental stewardship and operational excellence throughout the UVM industry as a whole.

As a demonstration of our commitment toward continual improvement in all of our initiatives, including our Sponsorship Program, we are presenting an updated sponsorship strategy in the form of customizable packages.

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 are the leading organization for those who provide professional vegetation management services.

CORE VALUES

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

AUDIENCE SIZES

Social Media

- Over **9,000** followers
- Over **500,000** impressions last year
- **15%** of audience is based in utilities

Monthly Member Updates

Over **4,500** monthly subscribers

UAA Website

3,500 to 4,500 monthly visitors

Utility Arborist Newsline

~4,500 bi-monthly subscribers

In-person Events

Over **2,000** attendees

Welcome to the new UAA Organizational Sponsorship Structure

For 2027, the UAA is launching a customizable sponsorship design for our Organizational Sponsorships. This new structure expands options and deepens meaningful engagement, while preserving value in the exclusive and general sponsorship benefits themselves. This new design is an adaptable response to the needs of our partners and the industry, with more flexibility and impact than ever before. There will be a base sponsorship package price at $3,000 with the option for partners to add the sponsorship packages and bonus benefits they value most.



BASE SPONSORSHIP
$3,000

- **Key contacts automatically included in the UAA Insider.** Quarterly e-newsletter with exclusive access to important upcoming opportunities, announcements, and news
- **Recognition in the *Utility Arborist Newsline*.** Full-color logo on our Sponsor Page in all applicable issues
- **UAA Website.** Full-color logo with link to corporate website until the end of the year
- **UAA Monthly Emails.** Logo included in emails sent to thousands of professionals in our network with a click through link to our sponsor page
- **One Complimentary 1-year UAA Membership**
- **Recognition During UAA Annual Award Ceremony.** Full-color logo prominently displayed during presentations during the UAA Annual Award Ceremony at the Trees & Utilities Conference
- **Annual, mid-year reach report.** Data highlighting the reach of your Sponsorship Acknowledgement content–presented mid-year to aid in the next round of sponsorship investments decisions.

OPTIONAL ADD-ONS ▶

Optional Add-ons

All add-on packages (except the Visual Media Package) include one Sponsor Spotlight in the *Utility Arborist Newsline*. Sponsor spotlights are up to 400 words and one picture, designed by the *Newsline* team. These are also published in a blog format and promoted on social media.

WORKFORCE DEVELOPMENT SPONSOR
$10,000

Empowers workforce readiness training development and support (such as increasing the scalability of the ULCAT program). Acknowledgments will be included in each issue of the *Newsline*, 4 posts on social media/inside the member portal annually, and one feature length article, up to 1,200 words (either online or in the *Newsline*) highlighting your company's alignment with this sponsorship and our core value of Operational Excellence (through empowering diverse UVM professionals). These details will be arranged in partnership with our Editor, Marketing Coordinator, and Editorial Committee to ensure a balanced content based on issue themes and monthly messages.

EDUCATION SPONSOR
$10,000

Empowers education initiatives (such as improving the accessibility and curriculum of the Pro-UVM Credential at University of Wisconsin Stevens Point) and support. Acknowledgments will be included in each issue of the *Newsline*, 4 posts on social media/inside the member portal annually, and one feature length article, up to 1,200 words (either online or in the *Newsline*) highlighting your company's alignment with this sponsorship and our core value of Education (through empowering future UVM professionals). Your team will also be recognized through logo placement on the Pro-UVM Credentialling Website and the CEU opportunities page within the member portal. These details will be arranged in partnership with our Editor, Marketing Coordinator, and Editorial Committee to ensure a balanced content based on issue themes and monthly messages.

WOMEN IN VM COALITION SPONSOR
$10,000

Support the UAA's efforts to expand support for women and minorities working in ROW Vegetation Management to improve for Safety, Operational Excellence, Education, and Environmental Stewardship in UVM across the industry. Participating company team members recognized via specialized lanyards and/or other swag. Acknowledgments will be included in 1 post per event plus 1 additional general post on social media/inside the member portal, on any



Optional Add-ons

print or digital resources offered by the Women in VM Coalition at events throughout the year, and one feature length article (either online or in the *Newsline*) to highlight your company's alignment with this sponsorship and our overall mission through empowering women in VM.

ENVIRONMENT SUSTAINABILITY SPONSOR
$10,000

This funding supports the ability of the printed *Newsline* to consist of 100% recycled Forest Stewardship Council Certified stock, efforts like sustainable swag composting food/flatware at events, and an annual project to provide seeds in order to enhance an approximately 10-acre ROW habitat enhancement project. Includes acknowledgment in each *Newsline*, 4 posts on social media/inside the member portal, and one feature length article (either online or in the *Newsline*) to highlight your company's alignment with this sponsorship and our core value of Environmental Sustainability.

EVENT AND PROGRAMMING SPONSOR
$10,000

Will receive recognition at all regional events and safety summits via slides in the presentations and rotating opportunities to provide a 5-minute safety or welcome message in person or video. Acknowledgments will be included in 1 post per event on social media/inside the member portal, and one feature length online article to highlight your company's alignment with this sponsorship and our overall mission through education. These details will be



arranged in partnership with our Editor, Marketing Coordinator, and Editorial Committee to ensure a balanced content based on issue themes and monthly messages.

Traveling Banner–UAA Sponsors. To be added to a physical banner which will be displayed at each UAA event as a "Featured Sponsor"

AMBASSADOR SPONSOR
$10,000

Support the UAA's outreach efforts to attend and advocate for Safety, Operational Excellence, Education, and Environmental Stewardship in UVM across the world. Acknowledgments will be included in 1 post per event supported plus 2 general posts on social media/inside the member portal, on any print or digital resources offered by the UAA at ambassadorship events throughout the year, and one feature length online article to highlight your company's alignment with this sponsorship and our overall mission through outreach.

STUDENT SUPPORT SPONSOR
$10,000

Acknowledgments will be included in 4 posts annually on social media/inside the member

Optional Add-ons

portal, on the student resources page of the member portal, on any print or digital resources offered by the UAA for student program throughout the year, and one feature length article (either online or in the *Newsline*) to highlight your company's alignment with this sponsorship and our core value of Operational Excellence, through empowering future UVM professionals.

INCLUSION SPONSOR
$10,000

Covers all the translation services for a calendar year including website and fully Spanish translations of our professional magazine. Acknowledgments will be included in each issue of the *Newsline*, 2 posts on social media/inside the member portal annually, and one feature length article (either online or in the *Newsline*) highlighting your company's alignment with this sponsorship and our core value of Operational Excellence (through empowering diverse UVM professionals). These details will be arranged in partnership with our Editor, Marketing Coordinator, and Editorial Committee to ensure a balanced content based on issue themes and monthly messages.

VOICE OF ROW SPONSOR
$10,000

Collaborate with the UAA to create educational video content for public consumption. In addition to having branding included in the video, the sponsor would also have an opportunity to participate in and influence the production and curation of the informative content to empower all UVM professionals. Additional benefits will include: two acknowledgment posts on social media/inside the member portal and one feature length article, up to 1,200 words (either online or in the *Newsline*) highlighting your company's alignment with this sponsorship and our core value of Education (through empowering future UVM professionals).

TECHNOLOGY SPONSOR
$5,000

Covers a portion of our technology needs to effectively support our growing community of members, volunteers, and advocates. Includes acknowledgment on our website, 2 posts on social media/inside the member portal, and one feature-length online article to highlight your company's alignment with this sponsorship and our core value of Operational Excellence.

HERE ARE SOME SAMPLES OF OUR POPULAR WEBINARS. SCAN THE QR CODES TO WATCH THE VIDEOS.



Optional Add-ons

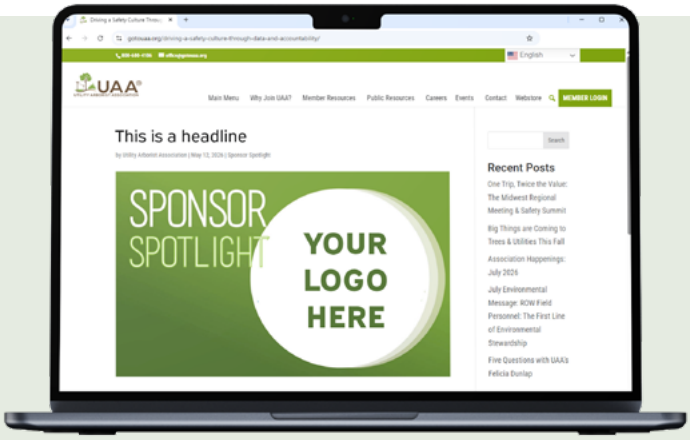
VISUAL MEDIA PACKAGE
$10,000

- **Sponsored email blast** (**limit 1 per company per year.** Must contain advertorial and educational content/ 1 per month max overall).
- **Year-long Directory Digital Ad.** 90 px (tall) x 720 px on our directory page within the member portal
- ***Utility Arborist Newsline*** (**Official Magazine of the UAA**). Provide a cover photo of your choice for an edition of the *Utility Arborist Newsline* (guidelines to be created with image specs. Limit 6 per year/1 per company annually).
- **One page-advertorial Feature in the UAN.** One per company per issue (3 total in each issue), 3 max per company per year. These details will be arranged in partnership with our Editor, Marketing Coordinator, and Editorial Committee to ensure a balanced content based on issue themes and monthly messages.

Bonus Visual Media Package Add-ons:

- **One Premier Belly Band** ($5,000). Wrap-around paper band for one *Utility Arborist Newsline* magazine in 2027 (limit 6 total).
- **Sponsor Spotlights** ($750 per spotlight). Limit 1 per company per issue, max 4 spotlights per UAN Issue. Spotlights will also appear in an online blog format and be featured on social media. Flat fee ½ page (Up to 400 words) plus 1 photo.
  - Issues reserved at the time of Sponsorship Sign-up
  - Upgrade to include a video or a QR code to a video for $750.





Optional Add-ons

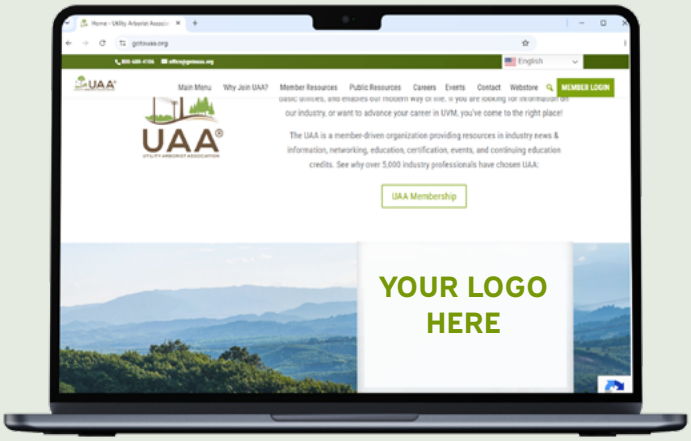
MEMBER EXPERIENCE PACKAGE $10,000

- **Additional UAA Memberships.** Complimentary one-year memberships for up to 10 people per company
- **Discounted Registrations to Trees & Utilities Conference.** Two complimentary tickets to Trees & Utilities
- **Being included (and tagged) in a monthly "Featured Sponsors Thank you" on social media (LinkedIn and Facebook)**
- **Opportunity to introduce 2 webinar speakers in 2027**
- **Provide a 45-minute educational webinar**
  - Must be educational content
  - Must include a co-speaker from outside your organization
  - No sales pitches will qualify

AUTOMATIC BONUS BENEFITS FOR SPONSORS SELECTING PACKAGES WORTH $20,000 OR MORE

Standard sponsorship cost included.

- **Premier Digital Banner Ad.** Company logo prominently displayed on the UAA website on the home page and in the footer of every webpage on our main gotouaa.org site and acknowledged in our LinkedIn Banner as a featured Sponsor till the end of the year (rotating if there are multiple sponsors at this level).
- **A 10% discount on UAN advertising**



A PORTION OF YOUR SPONSORSHIP COST MAY BE CONSIDERED TAX-DEDUCTIBLE.

Please reach out to our Partnership Coordinator, Samantha Wilson, at swilson@gotouaa.org.