



# Corporate Sponsor Benefits

## Trailblazer \$10,000 and up

- Logo recognition on our website and a listing with a link back to your business
- Logo recognition on Treeline donor signage—at temporary and construction sites along the trail route, at events, in our office lobby
- An email to your and our mailing lists to announce your support
- Logo recognition in our Annual Report
- 10 social media posts
- A press release to announce your support

## Pathfinder \$5,000 - \$9,999

- Listing on our website with a link back to your business
- Recognition on Treeline donor signage— at temporary and construction sites along the trail route, at events, in our office lobby
- An email to your and our mailing lists to announce your support
- Listing in our Annual Report
- 8 social media posts
- A press release to announce your support

## Adventurer \$1,000 - \$4,999

- Listing on our website with a link back to your business
- Recognition on Treeline donor signage— at temporary and construction sites along the trail route, at events, in our office lobby
- An email to your and our mailing lists to announce your support
- Listing in our Annual Report
- 6 social media posts

## Traveler \$500 - \$999

- Listing on our website
- Recognition on Treeline donor signage— at temporary and construction sites along the trail route, at events, in our office lobby
- An email to your and our mailing lists to announce your support
- Listing in our Annual Report
- 4 social media posts

The Treeline Corporate Sponsorship program supports operating expenses of The Treeline Conservancy. Inaugural members (2020) will receive recognition benefits through December 2021. The program will renew on a calendar year basis beginning in 2022.



# The Treeline

## Allen Creek Urban Trail



**The Treeline will be uniquely Ann Arbor. It is also good for business.**

*The Treeline Conservancy is designing and building a 2.5 mile urban trail from Argo Dam to Stadium Boulevard that will be an integral connector of people and places in Ann Arbor.*

Of the factors that create quality of life, Ann Arbor residents care most about **the natural environment, mobility, and the economy.** And they care more about **safety, recreation and wellness, and opportunities to participate in the community** than the average city. According to the 2018 National Citizens Survey<sup>1</sup>, elements such as clean air, paths and walking trails, volunteer opportunities, and a vibrant downtown are extremely important to Ann Arborites.

The Treeline will help deliver all this and more. It represents the best of Ann Arbor.

**As a Treeline sponsor, you align your business with the aspects of life that matter most** to our citizens.

*Health and safety.*

Safe, free outdoor recreation options are always important. Research shows that exercise and respite in nature improve and sustain physical and mental health. Especially in stressful times — like the one we are experiencing now — these opportunities are more important than ever.

*A strong local economy.*

Trails of all kinds drive commercial activity and tourism, creating jobs and revenue. The Treeline offers an entirely new dimension of attraction that winds through the heart of our cultural amenities, retail opportunities, culinary scene, and sports facilities. As other communities with urban trails have demonstrated, the Treeline will be an asset to Ann Arbor, attracting residents and visitors alike.

*Environmental stewardship.*

The Treeline will allow for more and safer nonmotorized travel through downtown, reducing carbon emissions and improving air quality. It will also transform the Allen Creek floodway, improving its flow and managing its runoff. These are much-needed solutions to persistent environmental problems.

*Community connectedness.*

The Treeline route physically links parts of the city long separated by a challenging passage of the landscape. It provides safe separation from motorized traffic for walkers and bikers. And it will connect our core neighborhoods to the coming riverfront development and to the entire county via the Border-to-Border Trail.

**But it's more than geographical.** For over 20 years, the trail has been the shared dream of a growing corps of dedicated volunteers. Volunteering creates strong networks of people who share values, ideas, meaningful experiences, and resources of time, talent, and treasure. These common bonds strengthen the whole community.

**Thank you** for considering a Corporate Sponsorship. Please join us on the Trail!

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<sup>i</sup> <https://www.a2gov.org/departments/communications/SiteAssets/Pages/Citizen-Survey/The%20NCS%20Community%20Livability%20Report%20Ann%20Arbor%20FINAL%202018.pdf>