



# 2017 International Tree Climbing Championship

## SPONSOR PROSPECTUS

28–30 July 2017 • US National Arboretum, Washington, DC, US  
[www.itcc-isa.com](http://www.itcc-isa.com)





# 2017 International Tree Climbing Championship with Arbor Fair and Expo

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## The International Society of Arboriculture

The International Society of Arboriculture (ISA) is a worldwide professional organization dedicated to fostering a greater appreciation of trees and to promoting research, technology, and the professional practice of arboriculture.

ISA serves more than 22,000 members and 36 chapters throughout the world as well as 16 associate organizations and four professional affiliates. ISA also is the certifying body for the arboriculture profession with more than 30,000 Certified Arborists in numerous countries worldwide. The headquarters office is located in Champaign, Illinois, US.

Another focus of the organization is to educate the public on the benefits of trees and the importance of safe, proper tree care. One way this is accomplished is through both media and social media outreach in conjunction with the International Tree Climbing Championship.



## The International Tree Climbing Championship (ITCC)

Since its launch in 1976, the International Tree Climbing Championship (ITCC) has grown and expanded promoting safe work practices, demonstrating improvements in technology through equipment and techniques, and providing industry recognition to the public.

Today, over 1,000 contestants participate each year at more than 50 local tree climbing competitions worldwide. The annual ITCC is the World Championship event and brings in over 50 competitors from around the globe.

The ITCC has reinvented the tree climbing equipment and tree care industries. These competitions bring the end users and manufacturers together, and the result has been an explosion of new inventions and products specifically designed for tree care applications. Industry safety standards in nearly every participating country have benefited from these innovations. The ITCC also has instilled a respect for the role of the climber and a strong focus for the individuals of the climbing community to improve the work environment for all tree care workers.

Detailed information about the ITCC competition and rules can be found on the ITCC website at <http://itcc.isa-arbor.com/home.aspx>.

All ITCC events are open to the public free of charge. We encourage public viewing of the events as a means to educate the community about the importance of professional and safe tree care.

ITCC contestants qualify for the event by winning a local chapter or regional competition. ISA chapters that hold a tree climbing championship are eligible to send one male and one female competitor to the international event. Other contestants are invited by the ISA Board President and are winners of competitions held by ISA associate organizations or other groups, including the Asia-Pacific, European, and North American champions and the previous year's World Champions. Male and female competitors from around the world convene annually to challenge one another for the titles of ITCC World Champions.



## Event Demographics

*Anticipated Competitors:* 60

*Anticipated Volunteers:* 80

*Anticipated Countries Represented:* 17

*Anticipated Public:* 500+

*Anticipated Reach of Sponsor Recognition:* 25,000+ both inside and outside of the arboriculture industry

## Schedule of Events

### Friday, 28 July

- Educational Workshops
- Arbor Expo
- Competitors' Gear Inspection and Walk-Through
- ITCC Preliminary Events

### Saturday, 29 July

- ITCC Preliminary Events
- Arbor Expo & Arbor Fair

### Sunday, 30 July

- ITCC Masters' Challenge and Head-to-Head Footlock
- Arbor Expo & Arbor Fair



# 2017 ITCC Sponsorship Opportunities and Benefits

All prices are listed in US Dollars (USD). For complete details on the opportunities and benefits listed below, please visit:  
<http://www.isa-arbor.com/events/treeclimbingchampionships/SponsorOpportunities.aspx>

## Presenting Sponsor • Pending

The ITCC Presenting Sponsor is an integral partner in the success of this ISA program. The Presenting Sponsor supports all of ISA's endeavors to reach field arborists and the public with messaging about safety, professionalism, and the importance of proper tree care.

Highlights of Sponsor Benefits:

- Logo recognition on numerous pieces both at the event and distributed throughout the world
- Category exclusivity
- Onstage presence by a company representative at the ITCC Awards Ceremony
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC



## Masters' Challenge • Pending

The Masters' Challenge is the premier event at the International Tree Climbing Championship. The competitors with the highest combined preliminary event scores showcase their skills, both physical and analytical, to determine who will be the ITCC Champion.

Highlights of Sponsor Benefits:

- Logo recognition on numerous pieces both at the event and distributed throughout the world
- Invitation to participate in climber collaboration dialog session
- Onsite stage presence by a company representative during the ITCC Masters' Challenge Award Ceremony
- Vendor booth space at ITCC

## Preliminary Event Tree • \$4,000

Scores in the five preliminary events, Aerial Rescue, Belayed Speed Climb, Ascent, Throwline, and Work Climb, are added to determine who will advance to the Masters' Challenge. Each event highlights different skills that may be used in the day-to-day practice of arborists in the field.

Highlights of Sponsor Benefits:

- Logo recognition on numerous pieces both at the event and distributed throughout the world
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Equipment Sponsor • \$7,000

Tree-climbing equipment that is in good condition, appropriate for tree climbing, and compliant with industry safety standards is paramount to the safety of climbing arborists. The equipment sponsor supports ISA's efforts to supply the proper gear for the competition through either monetary or in-kind donations.

Highlights of Sponsor Benefits:

- Logo recognition on numerous pieces both at the event and distributed throughout the world
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Apparel Sponsor • Pending

The ITCC apparel sponsor outfits the competitors in the official event jersey and provides shirts for the volunteers. Support for clothing is provided through either monetary or in-kind donations.

Highlights of Sponsor Benefits:

- Logo recognition on numerous pieces both at the event and distributed throughout the world
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Celebration Reception • \$4,000

At the conclusion of the ITCC, competitors, volunteers, sponsors, vendors, and spectators have the opportunity to network and unwind in a festive atmosphere with food, drinks, music, and camaraderie. The Celebration Reception sponsor not only supports this activity, but also has the opportunity to leave a lasting impression as the final brand put before this segment of the arboriculture profession.

Highlights of Sponsor Benefits:

- Logo recognition in various locations
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Industry Education • \$4,000

Continuing education is vital for the creation of a safe and knowledgeable workforce. Supporting arboriculture education helps ISA provide learning opportunities for the ISA participants.

Highlights of Sponsor Benefits:

- Logo recognition in various locations
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Public Engagement • \$5,000

ITCC provides the fun, festive atmosphere necessary to encourage the public to learn about the importance of safe, proper tree care. The public engagement sponsor supports ISA's efforts to reach out to the public, both in the city where the event is taking place and throughout the region through mainstream and social media.

Highlights of Sponsor Benefits:

- Logo recognition in various locations
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Transportation • Inquire with ISA

Event participants will be transported between the event hotel and the park and potentially to other off-site activities. These individuals will be looking for signage that provides transportation schedules and vehicle boarding locations.

Highlights of Sponsor Benefits:

- Logo recognition in various locations
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Meals • \$4,000

Meals are an important networking opportunity for the ITCC participants. Lunch sponsors help ISA provide meals for the ITCC competitors and volunteers.

Highlights of Sponsor Benefits:

- Logo recognition in various locations
- Invitation to participate in climber collaboration dialog session
- Vendor booth space at ITCC

## Event Supporter (unlimited) • \$500

Event Supporters assist ISA in enhancing the ITCC experience for all participants without a specific designation for their monetary contributions.

Highlights of Sponsor Benefits:

- Logo recognition in various locations

## ITCC Participant Bags • Pending

Competitors and volunteers have a lot of equipment and personal items they need to transport both during the event and at work. Participant bags are an opportunity for a sponsor to not only get logo recognition at the event, but also in the communities where the participants live and work.

Highlights of Sponsor Benefits:

- Logo recognition in various locations

## Participant Water Bottles • \$2,000 or in-kind

Hydration is an important aspect of health and safety in arboriculture as in every profession. Participant water bottles are an opportunity for a sponsor's logo to appear on the water bottles used by participants at ITCC and later on the jobsite.

Highlights of Sponsor Benefits:

- Logo recognition in various locations

## Hydration Stations • \$2,000

Attendees and competitors will fill their reusable water bottles again and again at these hydration stations that are branded with your company logo. These stations will be placed strategically around the park for easy access and visibility.



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