



# 2016 NORTH AMERICAN TREE CLIMBING CHAMPIONSHIP

SPONSOR PROSPECTUS

[www.isa-arbor.com](http://www.isa-arbor.com)



# 2016 NATCC Sponsor Opportunities

## 2016 North American Tree Climbing Championship

**1–2 October**

Niagara Parks' School of Horticulture  
and Botanical Gardens  
Niagara Falls, Ontario, Canada  
Hosted by ISA Ontario Chapter



### Presenting Sponsor • Husqvarna

The NATCC Presenting Sponsor is an integral partner in the success of this event. 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.

- Largest sponsor logo on NATCC website and sponsor and event banners
- Logo on NATCC page of ITCC website
- Website logos will click through to company website
- Logo on signage with event name on each preliminary event tree (five signs)
- Sponsor logo on competitor (approximately 45) and volunteer (approximately 65) competition shirts
- Onstage presence by one representative at the preliminary event Awards Ceremony
- Trade stand (30' x 30') with the opportunity to bring tent canopy and signage with logo
- Logo recognition as Presenting Sponsor in two issues of *Arborist News*. Includes a basic hyperlink to homepage of your website within the digital version of the magazine
- Mention in event press releases and other event marketing and social media outreach efforts
- Opportunity to provide prizes or giveaways to competitors and volunteers
- Category exclusivity

### Masters' Challenge • \$4,000

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

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Onstage presence by one representative at the Masters' Challenge Awards Ceremony
- Two 2' x 3' banners displaying only the sponsor logo at the Masters' Challenge with the opportunity for the sponsor to provide additional signage and banners
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers

# 2016 NATCC Sponsor Opportunities

## Head-to-Head Footlock • \$1,750

The Head-to-Head Footlock, a crowd favorite, draws the attention of nearly every spectator at NATCC as two competitors race each other 15 meters up a rope using the footlock technique. Competitors have advanced from the preliminary event based on their recorded time in the secured footlock and have the opportunity to set the world record.

- Sponsor logo on website and all-sponsor banners
- Two 2' x 3' banners displaying only the sponsor logo at the Head-to-Head Footlock with the opportunity for the sponsor to provide additional signage and banners
- Website logo will click through to company website
- Trade stand (10' x 10') with the opportunity for tent canopy and signage with logo near event tree and the opportunity to purchase additional booth space
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers

## Preliminary Event Tree Sponsors • \$1,500

Scores in the five preliminary events, Aerial Rescue, Belayed Speed Climb, Footlock, 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.

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Two 2' x 3' banners displaying only the sponsor logo at the sponsored event with the opportunity for the sponsor to provide additional signage and banners
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers

## Equipment Sponsor • \$TBD

Tree-climbing equipment that is in good condition, appropriate for tree climbing, and complies 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.

- Sponsor logo on website and all-sponsor banners
- One 2' x 3' banner displaying only the sponsor logo at the NATCC competition headquarters area (or a shared banner with the apparel sponsor that includes the sponsor logo in a size that is equivalent to the 2' x 3' banner logo size)
- Website logo will click through to company website
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers



**Learn more about NATCC sponsorship opportunities at [itcc.isa-arbor.com](http://itcc.isa-arbor.com).**

# 2016 NATCC Sponsor Opportunities

## Apparel Sponsor • \$TBD

The NATCC 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.

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- One sign displaying only the sponsor logo at the NATCC competition headquarters area (or a shared banner with the equipment sponsor that includes the sponsor logo in a size that is equivalent to the 2' x 3' banner logo size)
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Small logo on competitor (approximately 45) and volunteer (approximately 65) competition shirts
- Opportunity to provide prizes or giveaways to competitors and volunteers



## Celebration Reception • \$3,000

NATCC provides 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 with this segment of the arboriculture profession.

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity for signage with logo at Celebration Reception
- Opportunity for giveaway items at Celebration Reception
- Opportunity to provide prizes or giveaways to competitors and volunteers

## Arboricultural Workshops • \$1,500

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

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- One sign displaying only the sponsor logo outside workshop location
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers



# 2016 NATCC Sponsor Opportunities

## Public Education • \$1,000

NATCC 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.

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers



## Fun Climb • \$3,000 (may be shared)

This event is where children of all ages can climb in the trees just like the competitors they have cheered on at the NATCC.

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Trade stand (10' x 10') with the opportunity to bring tent canopy and signage with logo and to purchase additional booth space
- Opportunity to provide prizes or giveaways to competitors and volunteers or the public participants

## Event Supporter (unlimited) • \$500

Event Supporters assist ISA to enhance the NATCC experience for all participants without a specific designation for their monetary contributions.

- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers

## Participant Bags • 125 Bags

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.

- Sponsor logo on bags distributed to all competitors and volunteers (approximately 125)
- Sponsor logo on website and all-sponsor banners
- Website logo will click through to company website
- Logo included in sponsor recognition ad in two issues of *Arborist News* (availability depends on date contract is signed)
- Opportunity to provide prizes or giveaways to competitors and volunteers

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**ISA**  
International Society of **Arboriculture**

## ISA Regional Events

There are currently three regional tree climbing competitions. ISA chapters and associate organizations send teams to compete for a chance to win the regional title and earn a spot at the International Tree Climbing Championship.

The Asia-Pacific, European, and North American Tree Climbing Championships provide expanded opportunities for arborists along with manufacturers and suppliers in those regions to network with and learn from each other.



### 2016 European Tree Climbing Championship

**2–3 July 2016**

Stromovka Park  
Prague, Czech Republic  
Hosted by ISA Czech Republic Chapter

### 2016 North American Tree Climbing Championship

**1–2 October 2016**

Niagara Parks' School of Horticulture  
and Botanical Gardens  
Niagara Falls, Ontario, Canada  
Hosted by ISA Ontario Chapter

### 2016 Asia-Pacific Tree Climbing Championship

Location and date to be determined



NORTH AMERICAN

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