The Giving Tree  Advancing Equal Access to the Health, Climate and Economic Benefits of Trees

Sponsor Package
Because advocates must come together

A Program of:

AFC+A  AMERICAS for CONSERVATION + the ARTS

CREA  RESULTS

With the support of:
Friends - it's hard to believe that Americas Latino Eco Festival (ALEF) is well on the way to a 13th edition. Today minorities make up 40% of the US population but only 13% of environmental organizations, so ALEF’s unique contribution to reducing the “Environmental Inclusion Gap,” is more important and urgent than ever.

If you have supported us in past years, we cannot thank you enough. If you are considering sponsoring ALEF for the first time, I wanted to highlight some of our achievements and provide reasons why aligning your organization or brand with ALEF makes sense on so many levels.

Unique - ALEF is the largest and only event of its kind in the US uniting environmental conservation with Latino leadership and families. Donor support keeps ALEF free and open to the public.

Authentic - ALEF speakers and attendees are mostly Latino. The festival’s special blend of Advocacy, Arts, Networking and Education is designed by Latinos and made available to all that support environmental conservation. What better place for a genuine connection?


Visible - ALEF attracts all ages, cultures and celebrities like Edward James Olmos, Bianca Jagger and Junot Diaz. No wonder ALEF was featured in more than 20 English and Spanish national media in 2015-2016 and gained over 30 million media impressions.

High Impact - Since 2013, ALEF has been attended by over 12,000 people, engaged over 2,500 Latino advocates, educated 3,800 K-12 school children and seeded over 65 Green and Latino organizations.

Awarded - In 2016, we were honored to receive (1) the City of Denver Office of Sustainability Love This Place Award for our work as community builders (2) the ALEF Proclamation by Colorado Governor John Wright Hickenlooper (3) the signed Mayors Monarch Pledge by City of Denver Mayor Michael B. Hancock.

We can offer a full range of sponsorship options from a Gala Table to a Multi-year Lead Title Sponsor. Join us and feel the power of uniting your brand with the future of the Latino/conservation partnership.

Irene Vilar (Founder AFC+A - a 501 (c)(3) - parent of ALEF)
irene@americasforconservation.org  & the entire ALEF team

“The Americas Latino Eco-Festival promises to help clarify one of the great dilemmas of our time, the reconciliation of migrations and the need for cultures to be embedded in place.” – Doug Tompkins Founder of North Face, Director of Tompkins Conservation.

“The Americas Latino Eco Festival is beautiful and necessary and comes at a critical moment in our conversation about our collective futures.” – Junot Diaz Pulitzer Prize and MacArthur Genius

“The Americas Latino Eco Festival offers an impressive wide range of workshops with climatologists and other experts, pays homage to environmentalists and hosts diverse cultural presentations enhancing understanding and respect across cultures and ecosystems” – Eduardo Diaz, Smithsonian Magazine
Non Whites Predicted to Outnumber Whites by 2045

- 50.1% of Denver County Non-Whites in 2020
- 50.2% of USA U-18s Non-Whites in 2020
- Over 50% of US Population Non-Whites in 2045
- 33% of Colorado Hispanic in 2060

Non Whites Make Up:

- 40% of US Population
- 30% of Science and Engineering Professions
- 13% of Green Organizations

93% of Latinos believe in Global Warming
92% of Latinos favor clean, renewable energy
92% of Latinos view outdoor recreation as a central part of their community's way of life

Latino Connection to Eco Issues

- Latinos spend 22 hours a week outside which is comparable with outdoor enthusiasts
- Latinos spend $592 per person/year on outdoor apparel and gear v. $465 for the average consumer

Our Environmental Reality in Numbers

The Latino community in the US is suffering the brunt of the effects of air pollution and climate change. Latinos are at the forefront of the climate crisis and are disproportionately impacted by climate change.

- Of the top 10 most polluted cities in the nation, six count Latinos as 40 percent or more of their populations.
- 66% Latinos live in areas that fall below the EPA's air quality safety standards.
- Hispanic children are 60 percent more likely to have asthma.
- Latinos are 30% more likely to visit a hospital due to asthma.
- Latinos are three times as likely to die of asthma.
- 30% of Hispanics are uninsured, compared to 10.4% of non-Latino Whites.
- 1 in 5 Latino adults are unable to pay for asthma medicines.
- Residential outdoor nitrogen dioxide (NO2) concentrations in the US show NO2 concentrations are 40% higher for nonwhites than for whites.

Alef Media Coverage

Our powerful advertising/marketing campaign has yielded 30 million media impressions, and is valued at well over $100,000.

Radio:
- KBNO 12 segments 1:45 sec series to be aired during Hispanic heritage Month 9/15-10/15
- KGNU 6 segments series

Television:
- Telemundo Denver infomercials
- Telemundo National 20 minute segment to air a week prior to event

Newspapers:
- Editorial in more than 20 English Language and Spanish titles including: NBC, ABC, Fox News, Telemundo, Smithsonian Magazine, Huffington Post, Curve, La Prensa, Latin American Herald Tribune
- Press Releases sent to PR Newswire and HispanicizeWire
- 30,000 program insertions in Westword and La Prensa
- Full color ads in Daily Camera, Boulder Weekly, Westword, La Prensa and El Comercio

Billboards and OnSite Media
- Four 12X6 billboards and 10 roll ups at venues

Print
- 800 11” x 17” full color posters throughout Denver Metro area
- 3,000 Palm Cards full color Denver Metro and Aurora
- 5000 Family Cultural Passports
- 500 Gala programs
- 500 Bilingual Educators Resource Guides
- 1000 #ColoradoLaBella Passports

Event Programs
- 30,000 newspaper program insertions
- 5,000 12 page full color programs

E-Newsletter
- 10 e-newsletters sent out to 10,000 AFC+A database

Social Media
- Used continuously for teasers, volunteer recruitment, news updates etc.
  - Facebook - 18,000
  - Twitter - 3,200
  - Instagram 2,600
  - You Tube 5,200
  - LinkedIn 12,400
### PRINTED MARKETING COLLATERAL
- Company logo placement on all promotional posters: $25,000
- Company logo placement on promotional palm cards: $15,000
- Company logo placement in official ALEF program guide: $10,000
- Company logo placement in 3rd party joint marketing projects: $5,000

### MULTI-MEDIA
- Company name included in all press release materials: $25,000
- Company name promoted on Social Media: $15,000
- Company name included in radio advertising: $10,000
- Company name included in Telemundo television advertising: $5,000

### WEB
- Company name listed on the comprehensive donor page: $25,000
- Company logo included on the ALEF advertising banner: $15,000
- “Clickable” company logo on the official website landing page: $10,000
- “Clickable” company logo on sponsor page: $5,000

### RESERVED SEAT TICKETS
- Eco Film Series: 4
- ALEF Awards Gala: 2
- A la Carte Sponsorship Opportunities:
  - K-12 and Families: $5,000
  - Eco Influencers and Advocates: $10,000

### FULL RANGE OF “IN KIND” PARTNERSHIPS AVAILABLE, INCLUDING:
- Airline
- Hotel
- Group Transportation
- Beer
- Wine
- Coffee
- Tea
- Snack
- Soft Drink
- Restaurant
- Group Printing

#### Title Sponsor opportunity 50k per year for three years

#### A LA CARTE SPONSORSHIP OPPORTUNITIES

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<thead>
<tr>
<th>Bio Blitz Event Promo (max.5)</th>
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<tr>
<td>Bio Blitz support materials</td>
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<tr>
<td>Art Exhibits</td>
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<tr>
<td>Art workshop</td>
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<tr>
<td>Promotores Verdes Family Day</td>
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<td>Green Fair exhibit table</td>
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<td>Official Film Premier</td>
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<tr>
<td>Colorado Rewild Book Fair (max.5)</td>
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| ALEF Awards Gala (max.3)     | $10,000|
| Nuestra Familia Awards       | $5,000 |
| ALEF Festival Dinner         | $5,000 |
| Youth Leadership Forum Lunch | $3,500 |
| Advocates Leadership Lunch (max.5) | $3,000 |

Contact: Irene Vilar - irene@americasforconservation.org

Americas Latino Eco Festival (ALEF) is a 501 (c)(3) organization with Federal Tax ID 32-0261204. Your donation is tax deductible to the fullest extent permitted by law. You should consult your financial planner or tax advisor to determine the exact tax advantages of your gift.

For more information visit www.AmericasLatinEcoFestival.org. All donations regardless of size will be recognized on the ALEF website.
Join our movement!
Our 13th edition of ALEF is anchored in our five year partnership with the City of Denver and the City’s Office of Climate Action, Sustainability & Resilience (CASR) on their Community Tree Planting Initiative.

- For the next 5 years we will be planting over 5,000 trees in private households, businesses, and schools in Denver.
- Our goal is to increase the tree canopy in neighborhoods which are suffering from tree inequity and where communities are facing a disproportionate burden of heat island effect.
- This program is led and implemented by the Promotores Verdes conservation corps (nature health workers), an initiative which merges the key concepts of public health, nature literacy, environmental stewardship, and outdoor recreation.

Why The Giving Tree

THE COMMUNITY TREE PLANTING INITIATIVE

- Neighborhoods where minorities live have about 40% less tree cover than predominantly white neighborhoods.
- Neighborhoods with 90% or more of their residents living in poverty have 65% less tree cover than communities where only 10% or less live in poverty.
- Heat-related deaths in urban areas could be reduced by 25% through a combination of trees and reflective surfaces.
- Planting trees in cities can cool the air by 4 to 10 degrees Celsius, reduce the need for air conditioning by 30 percent, and reduce winter heating bills by 25-50 percent.
- Trees remove the most dangerous air pollution for our lungs: particulate matter. But most occurs within 30 meters of a tree.
- Trees are filters for urban pollutants and fine particles such as dust or smoke from the air.
- It has been proven that living near urban green spaces improves physical and mental health.
- Urban neighborhoods with trees can increase property values by up to 20 percent, and attract tourism and businesses.
- Urban forests capture and store up to 25% of carbon dioxide (CO2) emissions.