



Corporate Sponsorship Guide

Date: 7/8/2019

Background

The **Treeline** Conservancy, a 501(c)(3) nonprofit corporation, was formed in 2005 to create a non-motorized and landscaped trail in the Allen Creek valley running through the heart of Ann Arbor. The **Treeline** will start at Argo Dam and the Border-to-Border Trail (B2B), pass through downtown and extend on to U of M. The B2B Trail has been identified as part of Michigan's Iron Belle Trail that is proposed as a contiguous network of trails by two different routes from Belle Isle State Park in Detroit to Ironwood at the western end of the Upper Peninsula. A non-motorized connection to the B2B Trail from the city's core will provide a tremendous benefit to Ann Arbor's residents and economy.

In 2011, the Ann Arbor City Council passed a *Resolution in Support of the Allen Creek Greenway* (now known as The **Treeline**) recognizing its ability to address existing inadequacies in non-motorized connections within the community. In the spring of 2015, the Ann Arbor City Council funded the development of a **Treeline** master plan. The **Treeline** Master Plan was completed and adopted, and made a part of the overall Ann Arbor City Master Plan by City Council in December of 2017. In February 2019, City Council unanimously endorsed a Collaboration Agreement with the **Treeline** Conservancy Board under which both parties will work together to design and construct the **Treeline**.

The **Treeline** Conservancy is working closely with the leadership of Washtenaw County Parks and Recreation to integrate the **Treeline** with the County's impressive trail network. Further, the Conservancy is seeking collaboration with [Huron Waterloo Pathways Initiative](#), the nonprofit group building the County B2B Trail.

The rubber is beginning to meet the road!

The Trail will begin at the northern trailhead at the Huron River, Argo Dam, the Cascades, the proposed DTE commercial and public space project, and the B2B Trail. Then, work its way slowly, but surely, south to the center of the city and, eventually, to points further south.

The first 2000 feet of trail, from the west end of Argo Dam to the City-owned property at 721 N Main Street, is the most difficult stretch of the entire 2-plus miles of trail. If we are going to be faithful to one of our guiding principles – “connectivity”, there is no choice but to tackle this section first. The **Treeline** must get over/under the active MDOT Railroad, Main Street and, depending on the final route selected, one or more busy streets. Once at 721 N Main, an at-grade, much easier to construct pathway will take the Trail across the Conservancy-owned 1000 foot section from Felch to Miller Street – roughly the 1/3 point of the entire Trail.

This is no small task! Donations and Sponsorship funds are designed to provide *annual* revenues to the **Treeline** Conservancy to help plan and build the **Treeline**, to manage our overall operations and make real the **Treeline** Vision. The Conservancy is seeking Corporate Sponsors that share this vision. The funds will be used to assist the Conservancy in:

- Helping fund an alignment study of the first 2000 feet,
- Recruiting and funding a permanent Executive Director to lead and strengthen the Conservancy,
- Building the Conservancy's growing base of donors,
- Fostering a multi-year effort to engage a broad community of **Treeline** Supporters,
- Funding costs associated with acquiring and improving key properties,
- Supporting the Conservancy Board's efforts in partnering with the City, and
- Identifying new sources of funding for the design and construction of the **Treeline**.

Please join this exciting project and help us break ground in 2020!!

Corporate Sponsor Levels:

Hero \$10,000+

Champion \$5000 - \$9999

Partner \$1000 - \$4999

Ally \$500 - \$999

Hero ... admired for courage, outstanding achievements, or noble qualities

In show of appreciation we will provide the following:

- A commemorative plaque along the trail
- A press release
- Listing as a **Treeline Hero** on our website with a link back to your business
- 10 social media posts
- An email to our and your mailing list to announce the support
- A listing on the Treeline "They Made it Happen!!" wall

Champion ... fights or argues for a cause or on behalf of someone else

In show of appreciation we will provide the following:

- A press release
- Listing as a **Treeline Champion** on our website with a link back to your business
- 8 social media posts
- An email to our and your mailing list to announce the support
- A listing on the Treeline "They Made it Happen!!" wall

Partner...engaged together to accomplish a mission

In show of appreciation we will provide the following:

- Listing as a **Treeline Partner** on our website with a link back to your business
- 6 social media posts
- An email to our and your mailing list to announce the support
- A listing on the Treeline "They Made it Happen !!" wall

Ally... formally cooperating with another to promote a common interest

In show of appreciation we will provide the following:

- Listing as a **Treeline Ally** on our website with a link back to your business
- 4 social media posts
- An email to our and your mailing list to announce the support
- A listing on the Treeline "They Made it Happen !! wall

Why the Treeline?

- The **Treeline** is a tribute to Allen Creek which flows beneath the center of Ann Arbor.
- The **Treeline** will benefit businesses, visitors and residents by providing a landscaped urban greenway/trail.
- The **Treeline** should reduce street traffic.
- The **Treeline** will provide [economic benefits](#)* to the community by increasing commerce, supporting and creating jobs, reducing commuter costs, and providing low-cost health benefits.
- [Other cities](#)** like Boston, New York, Detroit, Indianapolis, Boulder and Milwaukee have seen the rewards of urban trails through beautification, reduced emissions and happier communities.
- The **Treeline** will be an Ann Arbor Treasure that all residents and visitors can enjoy while providing an easy, green and alternative way to travel through the city.
- The **Treeline** will provide places to converse or just relax.
- The **Treeline** will provide continued improvement of our city, and with your support, we can make it happen.

Please watch this video for more information, [Click here](#), YouTube TreelineA2, or go to our website, TreelineA2.org.

Please support our mission so that we can create a beautiful Treeline that will improve our urban environment and enhance the quality of life for our residents and visitors both now and for generations following in our footsteps.

Contact info@treelinea2.org or call **734.769.0770**.

Sponsorship Methods

There are a few ways you can provide support. Of course, the traditional monetary donation is always great, but for those who would like to make an event out of it, there are a few additional ways to help:

- Host a fundraising event, private party, community pledge drive and other imaginative ways.
- Corporate matching gifts.
- For retailers, pledge a percentage of proceeds from a sale.

* <https://conservationtools.org/guides/97-economic-benefits-of-trails>

** <https://www.biophiliccities.org/partner-cities>