

# 2019 Sponsorship Opportunities



# Dogwood Alliance exists to defend Southern forests, and we're really good at it.

We've achieved formidable victories for communities and forests of the South through grassroots organizing, holding corporations and governments accountable, and working to conserve millions of acres of Southern forests across 14 states.

Since 2018, forest protection is now being integrated into the narrative of the justice movement in the South and across the US. Dogwood Alliance made that happen.



Over the past 20+ years we've built an audience who associates our brand with integrity, victory, and, of course, the magnificent forests of the South.

Our audience values our strong, strategic activism, our commitment to justice, and our savvy corporate negotiations.



We have an engaged audience of action-takers here in Asheville, across the Southeast and throughout the US who support businesses that match their values.

- Average Facebook post reach of 30,000+
- Over 400,000 video views in 2018
- Referenced in 224 media stories in 2018
- Email list of 50,000
- Over 6,100 monthly visitors to our website year-round

...All growing steadily

# Our ideal partners

If you value the earth and value people, and take active steps to improve the natural world (such as recycling, using sustainable packaging, using solar energy, etc.) people's lives (living wage, matching corporate donations, health access and benefits, equity and inclusion practices, etc.), then partnering with Dogwood Alliance will be a fabulous fit!

# What's in it for you.

Access to an audience who ...

Shares your values.

Enjoys taking action and being a part of making a difference in the world

Buys products and services that show commitment to the environment

Research shows that customers who can identify with the values of a brand are more likely to remain loyal to that brand for life.







Popular naturalist and regional storyteller, Doug Elliot performs to a packed house of all ages for our first Woods & Wilds event in Asheville, NC in 2016.

*"...the personal storytelling movement has grown from small gatherings in living rooms and cafes to sold-out shows in large theatres."  
- [BBC News Magazine](#)*

# The Power of Storytelling



### The Blackalachian: Stories Happen in Forests

Like Comment Share

 Dogwood Alliance

   1.1K 78 Comments 569 Shares

87K Views · about 2 months ago

Daniel White is The Blackalachian. Watch his incredible story about being one of the only Black people hiking the Appalachian Trail and how it changed his life. Help us make the woods a place for everyone by joining #ForestDefenders! Forest Defenders are the everyday heroes who donate \$10 or more each month to sustain the forest protection movement that Dogwood Alliance is leading. [www.dogwoodalliance.org/the-blackalachian](http://www.dogwoodalliance.org/the-blackalachian)

As of Feb. 2019 our Stories Happen in Forests videos have garnered over

From stories of healing and inspiration, to the raw power and beauty of nature, these videos bring forests to the people.

# The Power of Video



# WOODS & WILDS STORYTELLING and MUSIC EVENT



SEPTEMBER 8 | 7PM - 11 PM | THE GREY EAGLE



## WOODS & WILDS

Dogwood Alliance's annual signature event

Friday, September 27, 2019  
The Mothlight, Asheville, NC.

# Stories Happen in Forests, Durham in 2017



Dr. Thomas RaShad Easley, performing at Stories Happen in Forests (SHiF) at the Motorco in Durham, NC in 2017

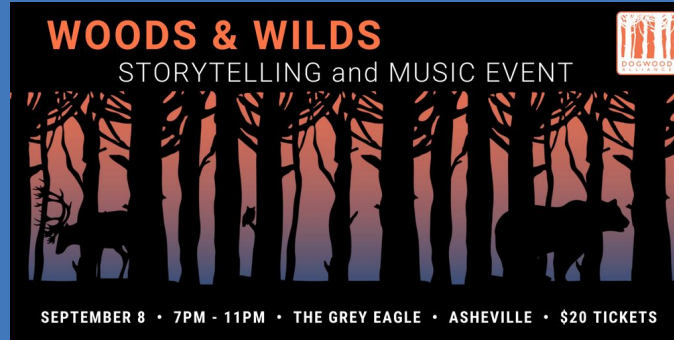
*“Stories Happen in Forests in Durham was the first Dogwood event I ever attended. The turnout was extraordinary. The storytelling, diversity, people- and culture-centered environmentalism, and celebratory reframing of Southern culture, made the whole event a living, breathing embodiment **of the Dogwood brand.***

*I woke up tired, grateful and proud.”*

--Sami Grover,  
The Change Creation and  
Dogwood Alliance Board Member

# Print and digital marketing collateral for our events

- Poster
- Flyer
- Postcard Invitation
- T-shirt Design
- Printed Schedule of Event
- Storyteller Sign
- Stage Banner
- Event venue Banners
- Social Media Design Packet
- FB, Twitter, Instagram (messages, headers, etc)
- 20 Placements Local Area
- Event Calendars
- Emails
- Facebook event pages
- Event Webpage
- Merchandise bag





We're serious about forest protection, and we also have a lot of fun.

People take photos of themselves at our events and post with our hashtags, sharing our brand and those of our sponsors.



# We know we can deliver

We have a team that will make sure your brand and message is best highlighted to our audiences. Results are important to us, and we want to have a thriving and inspiring relationship with our partners.

We are adept at social media engagement, print and radio media, graphics, design, and messaging.

We'll work with you to make your brand look great next to ours.





# 2019 Presenting Sponsor

## \$10,000

### Woods & Wilds

Dogwood Alliance's signature annual storytelling event in Asheville

### Stories Happen in the Forest - LIVE

storytelling event in Decatur, GA

### Stories Happen in the Forest

A compilation documentary film  
scheduled for film festival submission in fall of 2019

Both of Dogwood Alliance's 2019 events PLUS the SHiF documentary film  
will be presented by your business.

# Dogwood Alliance 2019

## Presenting Sponsor - \$10,000

- Stage banner at Woods & Wilds in Asheville, Stories Happen in Forests (SHiF) in Decatur, Holiday Party, and SHiF compilation video release party
- Opportunity to join MC on stage for interview-style segment about your business's support for forest protection
- Feature your logo and "short story" on Dogwood's website
- Your logo on printed marketing materials
- 8 VIP tickets to every event for your staff or special clients
- Invitations to special Dogwood Alliance events and tours
- Acknowledgement on all Youtube channel behind-the-scenes videos
- Your business highlighted monthly across all our social media channels
- Two blogs highlighting your company: one "Introducing" blog plus one highlight blog written by staff
- We'll share your event or news with our audience up to 2 times per year
- Feature logo in monthly newsletters
- 8 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window

# Woods & Wilds

## Lead Sponsor - \$5,000

- Stage banner at Woods & Wilds in Asheville
- Opportunity to join MC on stage for interview-style segment about your business's support for forest protection
- Feature your logo and "short story" on event websites
- Your business highlighted on event social media
- Your logo on printed marketing materials
- 8 VIP tickets to Woods & Wilds
- Invitations to special Dogwood Alliance events and tours
- Acknowledgement on Youtube channel behind-the-scenes videos
- 6 business highlights across all of our social media channels
- A special "introducing" blog written by staff
- Your logo featured in 8 monthly newsletters
- 6 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window

# Stories Happen in Forests - Decatur, GA

## Lead Sponsor - \$3,000

- Stage banner at Stories Happen in Forests in Decatur, GA
- Opportunity to join MC on stage for interview-style segment about your business's support for forest protection
- Feature your logo and "short story" on event websites
- Your business highlighted on event social media
- Your logo on printed marketing materials
- 8 VIP tickets to Stories Happen in Forests in Decatur, GA
- Acknowledgement on all Youtube channel behind-the-scenes videos
- 4 business highlights across all of our social media channels
- A special "introducing" blog written by staff
- Your logo featured in 8 monthly newsletters
- 6 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window.
- Invitations to special Dogwood Alliance events and tours

# Stories Happen in the Forest

documentary film

## Lead Sponsor - \$2000

- Your logo featured in film credits
- Your business highlighted on the film's promotional social media
- Your logo on printed marketing materials
- 6 VIP tickets to SHiF Video Release in 2020
- Invitations to special Dogwood Alliance events and tours
- Business highlights across all of our social media channels
- Acknowledgement on Youtube channel behind-the-scenes videos
- A special blog introducing your business written by staff
- Your logo featured in 6 monthly newsletters
- 6 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window



**Sponsor the event of your choice  
at the level that works for your business**

# Cypress Sponsor - \$2,500

- Stage banner at one of Dogwood Alliance's signature events
- Opportunity to join MC on stage for interview-style segment about your business's support for forest protection
- Feature your logo and "short story" on event websites
- Your business highlighted on event social media
- Your logo on printed marketing materials
- 6 VIP tickets to event
- Invitations to special Dogwood Alliance events and tours
- Acknowledgement on Youtube channel behind-the-scenes videos
- 7 business highlights across all of our social media channels
- A special "introducing" blog written by staff
- Your logo featured in 7 monthly newsletters
- 6 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window

# Poplar Sponsor - \$1,000

- Logo banner at one of Dogwood Alliance's signature events
- Shout out for your business from the stage
- Feature your logo and "short story" on event websites
- Your business highlighted in event social media
- Your logo on printed marketing materials
- 4 VIP tickets to event
- Invitations to special Dogwood Alliance events and tours
- Acknowledgement on Youtube channel behind-the-scenes videos
- Inclusion in special blog "introducing" sponsors
- Your logo featured in 4 monthly newsletters
- 4 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window

# Oak Sponsor - \$500

- Logo banner at one of Dogwood Alliance's signature events
- Shout out for your business from the stage
- Feature your logo on event websites
- Your business highlighted in event social media
- Your logo on printed marketing materials
- 2 VIP tickets to event
- Acknowledgement on Youtube channel behind-the-scenes videos
- 2 business highlights across all of our social media channels
- Your logo featured in 2 monthly newsletters
- 2 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window.
- Invitations to special Dogwood Alliance events and tours

# Laurel Sponsor - \$250

- Logo banner at one of Dogwood Alliance's signature events
- Shout out for your business from the stage
- Feature your logo on event websites
- Your business highlighted in event social media
- Your logo on printed marketing materials
- Your logo featured in 1 monthly newsletters
- 1 VIP tickets to event
- 1 Forest Defender t-shirts or tote bags for your staff
- Beautiful Forest Defender window decal for business window.
- Invitations to special Dogwood Alliance events and tours



If you would like to talk more about these opportunities or others that you may have in mind contact:

Michelle Smith at Dogwood Alliance  
828-230-3845  
[michelle@dogwoodalliance.org](mailto:michelle@dogwoodalliance.org)

**Join the growing movement  
to protect forests!**