



Save the Date!

TREE Fund Sponsorship Summit
March 25, 2010
at the Morton Arboretum, Lisle, Illinois
(25 minutes from O'Hare International Airport)

A special event for committed and potential sponsors of
TREE Fund 2010 fundraising events:
The [STIHL Tour des Trees](#) and
The "[Raise Your Hand for Research](#)" Gala Auction.

Learn how sponsorship of a green cause benefits your corporate image, employee morale and bottom line. Past and current supporters of the TREE Fund will discuss their experiences, answer questions and lead the way toward development of new opportunities in 2010.

8:00 a.m. — 3 p.m. — TREE Fund Sponsorship Summit
[Agenda Attached](#)

Registration is free.

Please R.S.V.P. to marydicarlo@treefund.org by March 1, 2009.

The TREE Fund Sponsorship Summit
Is conveniently timed to follow the IEG Annual Conference in Chicago, IL
[Click here](#) for more information about the IEG Conference.

Questions? Contact Mary DiCarlo at 630-369-8300 x202
or marydicarlo@treefund.org



Tree Research & Education Endowment Fund

TREE Fund Sponsorship Summit

March 25, 2010

Morton Arboretum, Lisle, IL

Agenda

- 8:00 a.m. Bus departs Chicago Hilton for Millennium Park
8:30 a.m. Tour of Millennium Park (site of 2010 Tour des Trees Launch Ceremony)
9:30 a.m. Bus departs Millennium Park for The Morton Arboretum (site of 2010 STIHL Tour des Trees Finale Ceremony)
10:30 a.m. Arrive at The Morton Arboretum Visitor Center

Sponsorship Summit Agenda

- 10:30 a.m. **Gather**
10:45 a.m. **Welcome**
Mary DiCarlo, Fund Development Specialist, TREE Fund
Welcome to The Morton Arboretum
Gary Watson, Head of Research, Morton Arboretum
11 a.m. **TREE Fund Overview: History, Mission, Accomplishments**
Janet Bornancin, Executive Director, TREE Fund
11:15 a.m. **TREE Fund 2010 Special Events Overview**
Mary DiCarlo
11:30 a.m. **Chicago's Green Initiatives in 2010**
Scott Mehaffey, Landscape Coordinator, City of Chicago
 - **Chicago Tree Initiative and Urban Forest Agenda**
 - **Chicago's supporting role in the STIHL Tour des Trees and ISA events****Maximizing P.R. Exposure for STIHL Tour des Trees Sponsors**
Kate Davis, P.R. Counselor, The Meridian Group
Noon-1 p.m. **Lunch**
1:00 p.m. **"Activation: The Art of Pro-Active Sponsorship"**
Roger Phelps, Promotional Communications Manager, STIHL Inc.
1:30 p.m. **Networking and collaborative brainstorming**
2:30 p.m. **Wrap up**
Mary DiCarlo
3:00 p.m. **Bus departs Visitor Center** for a tour of the Morton Arboretum including:
 - 2010 International Tree Climbing Competition site
 - International Society of Arboriculture Arbor Fair site
 - 2010 STIHL Tour des Trees Finale Ceremony site**Bus returns to Chicago Hilton** (stop at O'Hare Int'l Airport if requested)