The Urban Forest Project
Albuquerque
Sponsorship Opportunities

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RESOURCES

The following resources may be helpful while reviewing this proposal:

- http://ufp-nyc.com: Overview of original Times Square project - photo gallery of hanging banners and bags available for viewing.
- http://ufp-nyc.com/banners/: Banner artwork from the original Times Square project.
PROJECT HISTORY

In the fall of 2006, The Urban Forest Project (UFP), an unprecedented outdoor exhibition, took root in New York City. One hundred eighty-five designers and artists employed the idea or form of the tree to make powerful visual statements regarding the environment that were placed on banners and displayed throughout Times Square.

The tree is a metaphor for sustainability and, in that spirit, the banners from the exhibition were recycled into totebags designed exclusively for the project by Jack Spade. Profits from the sale of the totebags went to scholarship and mentoring programs to sustain the next generation of design talent.

THE RESPONSE

The success of the project exceeded Worldstudio’s expectations. When the project was originally announced to the design community to solicit participation, over 300 designers expressed interest within the first two weeks. The project garnered press on television, in print and online; from not only the design press but mainstream media such as: ABC News, NBC News, Fox News, NY1, The New York Times, Time Out New York and BusinessWeek Online.

The Urban Forest Project was selected as a top finalist for The Municipal Art Society of New York’s prestigious Brendan Gill Prize. Other top finalists included: Anthony Minghella’s Madama Butterfly at the Metropolitan Opera, Anish Kapoor’s Sky Mirror at Rockefeller Center and Dale Chihuly at the New York Botanical Garden.

An unexpected outcome has been grass roots interest from city governments, corporations, professional associations, educational institutions, environmental groups etc. to mount The Urban Forest Project in their local communities.

The project will take root in Albuquerque, NM in the Fall of 2009. Other cities that have expressed interest include: Atlanta, Detroit, Chicago, Kansas City, Istanbul, Memphis, Melbourne (Australia), New Orleans, Paris, San Francisco, Singapore and Washington, DC. There’s even talk of a touring exhibition in Africa and Europe. Educational institutions have inquired about bringing the project to their schools. In all cases, these organizations approached, unsolicited, indicating that the Urban Forest Project has a deep resonance globally.
Urban Forest Project Albuquerque Sponsorship Opportunities

Planting the Seeds in Albuquerque

As demonstrated by the response, The Urban Forest Project concept has great potential for expansion and is being developed into an international program by Worldstudio. Albuquerque will be the first in a series of planned executions of the project!

The general public has been called the great “sleeping giant” in making important strides on the path to environmental sustainability. The city of Albuquerque recognizes this and the power of the UFP to unite the local community around a highly visible public art initiative; using the project as a messaging platform to engage and educate the general public, educators and students and the business community around local and global sustainability and urban forestry initiatives.

The exhibition will rotate through high traffic areas of Albuquerque for a minimum of six months. Proposed areas for display are: Old Town, Uptown, BioPark, Civic Plaza/City Hall, Albuquerque Museum of Natural History and Science. (Exact locations still being decided.)

The exhibition is slated to kick-off in early September in time for the New Mexico State Fair and Balloon Fiesta.

There will be a VIP kick-off event in late September/early October.

Proceeds from the sales of product produced from the recycled banners will benefit Tree New Mexico.
WHY SPONSOR THE URBAN FOREST PROJECT ALBUQUERQUE

Sponsorship of the Urban Forest Project Albuquerque offers your company/organization the opportunity to:

- Demonstrate good corporate citizenship in your community and globally by supporting positive environmental action and education.
- Demonstrate to all stakeholders that your company/organization cares about the environment and community.
- Support a project that unites, and is visible to, local government, the creative community, the business community, educators, students and the general public.
- Support the city’s main platform for educating and engaging citizens around “greening” and tree planting initiatives.
- Stimulate dialog and action around the issues of sustainability.
- Enhance brand equity and reputation.
- Promote products, services and messages.
- Be included in a highly visible national and international program.
- Foster creativity and community effort.
- Foster positive internal culture; energizing and motivating employees, enhancing productivity and increasing employee satisfaction.
- Attract and retains top talent.
- Position company as invested in the future.
- Help raise awareness/funds for Tree New Mexico.
- Have sustained presence on-site and online.
- Promote the project and involvement through your PR and communication efforts.
URBAN FOREST PROJECT ALBUQUERQUE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS AND SUPPORTING INFORMATION

In this section, you will find: Sponsorship opportunities and benefits; banner samples and specs; and timeline for The Urban Forest Project Albuquerque.

There are four sponsorship levels in order for the project to be inclusive. Sponsorship costs range from $2,000–$25,000. All sponsorship levels include logo representation on a portion of the exhibition banners, dependent on level of support.

Option 1: Presenting Sponsors

Visibility
- Worldstudio will work with Presenting Sponsors to identify additional benefits that meet their marketing goals.
- Recognition as a Presenting Sponsor of the Urban Forest Project Albuquerque.
- Logo recognition and company informational page on UFP global website.
- Highest level recognition (logo and link) as Presenting Sponsor on UFP-ABQ website.
- Company informational page on UFP-ABQ website.
- Highest level recognition as a Presenting Sponsor in all press releases, e-newsletters, promotions and marketing.
- Highest level recognition (logo) on signage at opening reception.
- Worldstudio will foster relationships between Presenting Sponsors and other project stakeholders.

Hospitality
- Speaking opportunity at opening reception.
- Recognition as a host of opening reception.
- Ten (10) invitations to opening reception for clients and guests.
- Area at opening reception for marketing materials.

Sponsor rights
- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

Presenting Sponsor Fee: $25,000
Option 2: Major Sponsors

Visibility
- Worldstudio will work with Major Sponsors to identify additional benefits inline with marketing goals.
- Recognition as a Major Sponsor of the Urban Forest Project Albuquerque.
- Recognition (logo and link) as a Major Sponsor on UFP-ABQ website.
- Company informational page on UFP-ABQ website.
- Recognition as a Major Sponsor in all press releases, e-newsletters, promotions and marketing.
- Recognition as Major Sponsor (logo) on signage at opening reception.
- Worldstudio will foster relationships between Major Sponsors and other project stakeholders.

Hospitality
- Recognition as a host of opening reception.
- Five (5) invitations to opening reception for clients and guests.
- Area at opening reception for marketing materials.

Sponsor rights
- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

Major Sponsor Fee: $10,000
Option 3: Supporting Sponsors

Basic benefits include:

Visibility
- Recognition as a Supporting Sponsor of the Urban Forest Project Albuquerque.
- Recognition (logo and link) as Supporting Sponsor on UFP-ABQ website.
- Company informational page on UFP-ABQ website.
- Recognition as a Supporting Sponsor in all press releases, e-newsletters, promotions and marketing.
- Recognition (logo) as a Supporting Sponsor on signage at opening reception.

Hospitality
- Recognition as a host of opening reception.
- Three (3) invitations to opening reception.

Sponsor rights
- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

Supporting Sponsor Fee: $5,000
**Option 4: Friends of the Urban Forest Project Albuquerque**

Basic benefits include:

**Visibility**
- Recognition as a Friend of the Urban Forest Project Albuquerque.
- Logo recognition or name on two (2) Urban Forest Project Albuquerque artwork banners. See sample banner recognition on page 11.
- Recognition (name and link) as a Friend of the Urban Forest Project Albuquerque on UFP-ABQ website.
- Recognition as a Friend of the Urban Forest Project Albuquerque in all press releases, promotions and marketing.
- Name recognition as a Friend of the Urban Forest Project Albuquerque on signage at opening reception.

**Hospitality**
- Two (2) invitations to opening reception for clients and guests.

**Sponsor rights**
- Ability to promote program through public relations efforts.
- Use of UFP and Worldstudio logos in advertising and promotional activities.
- Use of UFP and Worldstudio logos on website.

**Supporting Sponsor Fee: $2,000**
Albuquerque timeline (approximate)

March/June:
• Sponsors identified
• Printer identified (done)
• Wrap up planning: street and light pole identification, event locations, recycled product etc.
• Define banner parameters and design specifications
• Outreach to artist/design/student communities for participation
• Begin website design

July:
• Continue identifying sponsors (sponsorship closes end of July)
• Participants execute artwork

August:
• Prepare banner mechanicals/deliver to printer
• Production of banners
• Printing of collateral
• Plan execution of sales of re-purposed banners

September:
• Banners up
• Completed website up
• Opening event (or early October)

TBD
• Timeframe of re-purposed banner design/production
• Product sales to benefit Tree New Mexico
TITLE BANNER AND ARTWORK BANNER

Height: 72 inches
Width: 48 inches
URBAN FOREST PROJECT ALBUQUERQUE SPONSORSHIP OPPORTUNITIES

FOR MORE INFORMATION

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