



# You are invited to join ISA Canopy Partners.

## **Promoting the profession by investing in the industry worldwide.**

The International Society of Arboriculture (ISA) established the ISA Canopy Partner program to create a collaborative initiative that brings together industry leaders to support the work ISA does to promote the professional practice of arboriculture, inform the public about the benefits of trees and provide the only global network of arborists, urban foresters and people who care for and about trees.

The ISA Canopy Partner program will ensure the important work we do to support the consumer outreach for arboriculture, as well as, the work that ISA does on behalf of the entire profession continues to make an impact across the industry and around the world.

# A letter from ISA's CEO



I am excited to share our new ISA Canopy Partners program with you. Our team spent the past two years researching, refining, and reimagining a way to create an authentic engagement with our partners. We committed to listening to our OneTree and Patron sponsors, industry leaders, our board and leadership team to create a program that allows us to provide you with the exclusive opportunity to promote the professional practice of arboriculture and foster a greater awareness of the benefits of trees by investing in the industry.

As ISA gears up to celebrate our Centennial anniversary in just a few short years, we wanted to ensure our programs are aligned to move us into our next 100 years. Our OneTree and Patron sponsorship programs have been a vital part of ISA's growth, but as we move into our next century of service we wanted to make sure our programs support the needs of our members, credential holders and partners. We are incredibly grateful for our sponsors who helped us get this far and are looking forward to finding new and innovative ways to increase our forward momentum and representation of arborists around the world.

ISA Canopy Partners is much more than just a sponsorship program, it is a partnership that allows ISA and our partners to promote consumer outreach and education on the importance of arboriculture and urban forestry, the need for credentialed professionals, as well as fantastic benefits for our partners including an annual industry roundtable with the ISA CEO and ISA Board President, educational opportunities, cross promotion at events, articles in monthly publications, and so much more.

The ISA Canopy Partner program is an exciting new venture allowing ISA and you to become strategic partners by investing in the industry. I hope you will join us in this exciting new endeavor. I look forward to having personal conversations about this new endeavor over the next few months and the possibilities in increasing our collaboration.



Sincerely,

Caitlyn Pollihan  
Chief Executive Officer & Executive Director  
International Society of Arboriculture

# Partner Levels and Benefits Overview



**Bronze:**  
**\$5,000**

1 Complimentary ISA Membership

- Advertising discount in e-newsletters and *Arborist News*
- Complimentary/reduced booth pricing at TCC events
- Featured partner profile post on ISA social media
- Annual group appreciation post on ISA social Media
- Digital badge and media kit for website and social promotion
- Print copy of ISA Impact Report

#### Logo recognition:

- In each *Arborist News* magazine
- In ISA Annual Report
- In ISA website company profile
- On TreesAreGood.org website
- On ISA International Annual Conference website and app
- At the ISA Annual Leadership Workshop
- At the ISA International Annual Conference Opening Ceremony



**Silver:**  
**\$10,000**

2 Complimentary ISA Memberships

#### Everything in the Bronze tier and:

- Welcome press release written by ISA and distributed in *ISA Today*
- Annual individual appreciation post on ISA social media
- Second right to choose additional benefits (listed on page 6)
- Share a welcome video during the ISA International Annual Conference



**Gold:**  
**\$20,000**

3 Complimentary ISA Memberships

#### Everything in the Silver tier and:

- First approach for new sponsorship opportunities as appropriate for educational products or events
- First right to choose additional benefits (listed on page 6)
- Annual round table discussion with ISA CEO and Executive Director, Caitlyn Pollihan, ISA Board President, and select ISA leadership team members to identify industry trends.

## Your partnership will help ISA:



Advance the profession and the tree care industry worldwide.



Provide members and credential holders with programming, services, and research to better equip them to serve and educate the greater public.



Address critical environmental issues and impact decision and policy makers.



Spread valuable education and research.



Stay on the cutting edge of industry trends, innovation, and technology.

# Comprehensive Overview of Benefits

## Exclusive Opportunities

- **Top-tier partners will be invited to annual meeting with ISA CEO and ISA Board President to discuss industry topics and trends.**  
ISA will provide an industry update from this meeting to share the latest industry news and trends with ISA members, credential holders and the general public as appropriate. The update will be on focused trends/topics that are of interest across the profession.
- **First approach for new sponsorship opportunities as appropriate for educational products or events.**  
Occasionally, ISA has new products, educational opportunities or services that need additional financial support to ensure production. These are products or events that directly benefit the industry, ISA members and credential holders. As a top tier level sponsor for the ISA Canopy Partners you'll be approached for these opportunities first!
- **Impact Report on ISA recent products, events, and statistics.**  
Launching in 2022, this new publication is your exclusive guide for all that's happening at ISA. The report is tailored for ISA's Canopy Partners and will show how Partner funds are used through infographics, interviews, and more. Additionally, the report will share upcoming ISA events and even more opportunities to collaborate.

## Membership Alignment

- **Complimentary ISA Memberships.**  
These memberships are intended for Partner's Marketing and Leadership team to see things from a members' point of view. You'll receive all the benefits of an ISA member, including access to *ISA Today* and *Tree-sources* e-newsletters, as well as *Arborist News* and *Arboriculture & Urban Forestry* (ISA's international, peer-reviewed research journal).
- **Logo recognition in all bi-monthly issues of *Arborist News* magazine.**  
Available via print and online, this publication is a valued member benefit for 25,000+ arborists in all disciplines of arboriculture across the world. Contractors, municipal arborists, utility foresters, business owners, senior management, and climbers are just some of the readership who will see your support in every issue.
- **Logo recognition during ISA's Annual Leadership Workshop.**  
This Workshop is an opportunity for ISA leaders to learn, network, and exchange ideas. Attendees come from a variety of industries across the world.
- **Logo in ISA annual report.**  
This report is a much anticipated overview of ISA accomplishments each year. It is distributed to all members, credential holders, leadership, and sponsors.

## Cross Promotion

- **Welcome press release written by ISA and distributed in *ISA Today*.**  
ISA's Marketing and Communication team will develop and distribute a press release that highlights the mission of this partnership and your company. This press release will include an overview of your company, as well as quotes from representatives.
- **Featured partner profile post on ISA social media.**  
ISA's Marketing and Communication team will interview a company employee of your choice to discuss your organization, this partnership, and other relevant topics. The post will be shared on ISA's social media. We encourage your organization to share as well!

### ISA Social Media Overview (June 2020–June 2021)

	Posts	Followers	Total Engagements*
Facebook	319	46,510	23,196
Linkedin	227	17,182	15,363
Twitter	256	11,434	2,050
<b>Total</b>	<b>802</b>	<b>75,126</b>	<b>40,609</b>

\* Engagements include all likes and shares



ISA has more than  
25,000 members and  
48,000 credential  
holders world-wide.

CorporateSales@isa-arbor.com

# Comprehensive Overview of Benefits

## ISA Events Recognition

The ISA Annual International Conference provides a forum for the exchange of information and opportunities to network with others in the arboricultural profession. As a Partner, you can be a part of one of the most highly anticipated industry events of the year!

- **Logo recognition** as an ISA Canopy Partner on the ISA International Annual Conference website and app.
- **Verbal and visual logo recognition** as an ISA Canopy Partner at the ISA International Annual Conference Opening Ceremony.
- **Ability to share a welcome video** during the ISA International Annual Conference.
- **Complimentary or reduced rate** booth pricing at ISA Tree Climbing Competition Events.

## Website & Social Benefits

ISA communicates to a vast network via ISA-Arbor.com and TreesAreGood.org, as well as social media platforms. Your support connects you to the arborist community with logo recognition and direct links to your website.

- **Logo recognition on ISA website.**  
ISA's homepage, has nearly 400,000 unique visitors per year.
- **Logo recognition on TreesAreGood website.**  
TreesAreGood.org is ISA's educational website providing the public with reliable information regarding the benefits of trees and how to properly care for them in an urban environment. This website was recently updated with new consumer information and free downloadable PDFs. Additionally, it hosts our popular "Find An Arborist" search tool which has over 1.1 million views annually.

## Additional Benefits

Depending on your level of support, additional opportunities are available:

- **Advertising shipping insert.**

Printed bookmarks are inserted in all shipped educational product sales for a one-month time frame. On average there are 3,000 sales shipped monthly.

- **Guest Post/Article in ISA Today.**

- **Ability to provide product discounts to ISA members.**

- **Advertising in Arborist News.**

Be included in the newly designed *Arborist News*, launching in 2022!

- **Advertising in e-News publications:**

**ISA Today** is a monthly e-newsletter exclusively for members and ISA credential holders. It links readers to the latest news from ISA.

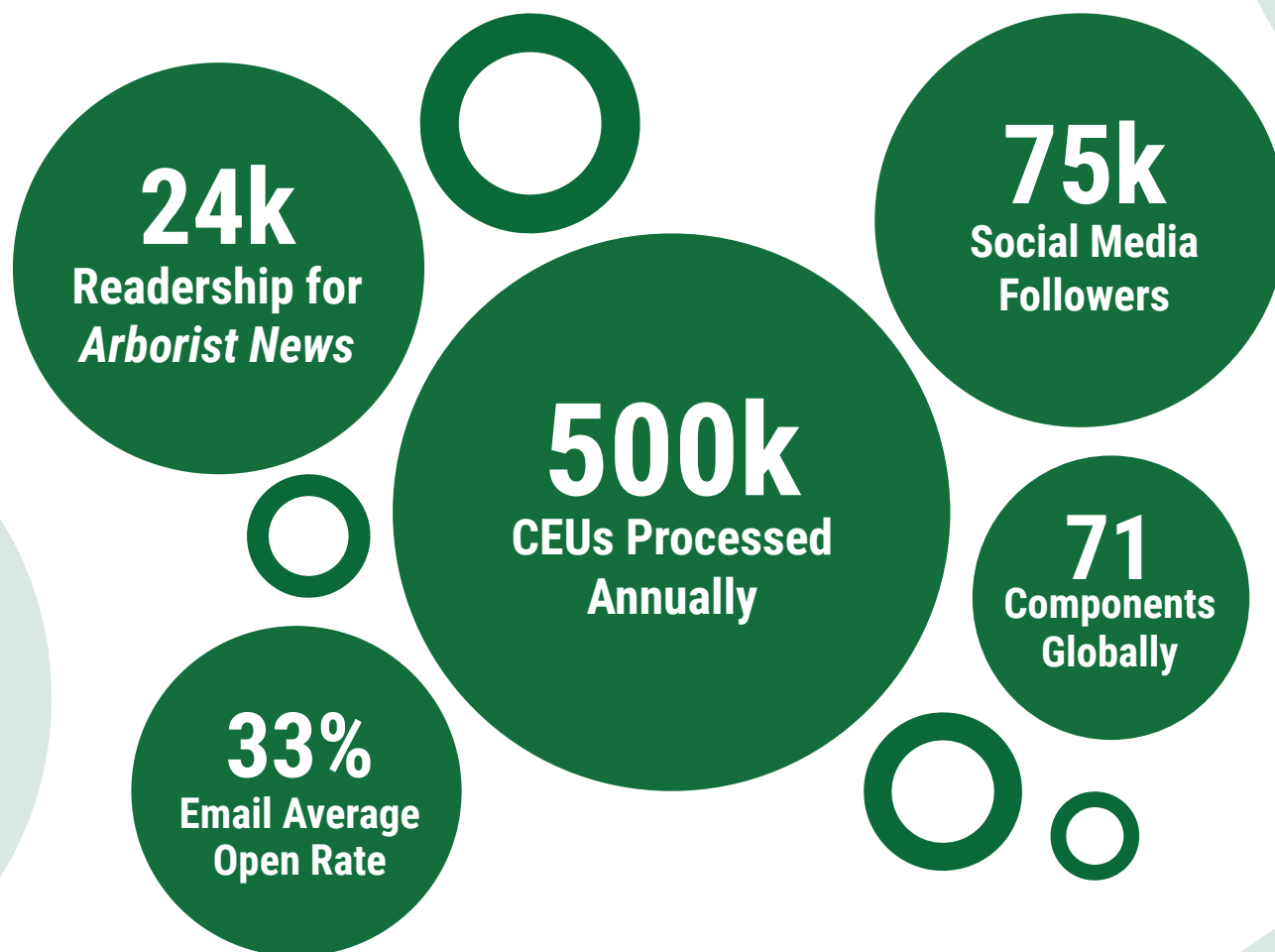
**Tree-sources** is a e-newsletter, sent twice a month, to assist our members and credential holders find useful educational opportunities and ways to earn CEUs online.

### Email Statistics (January 2020-January 2021)

	Average Subscribers	Average Open Rate	Average Click Rate
<i>Tree-Sources</i>	34,814	37.33%	3.79%
<i>ISA Today</i>	34,814	29.59%	3%

# ISA by the Numbers:

As of 1 Sept 2021. Approx.



ISA hosts events around the world and virtually. Find out how you can be a part of ISA's global network at the events level by contacting [CorporateSales@isa-arbor.com](mailto:CorporateSales@isa-arbor.com) or +1 678.367.0981 ext. 212.