



ADOPT-A-TREE

Sponsor Options

The Miami-Dade County Department of Environmental Resources Management (DERM) Adopt-a-Tree Program is a free initiative that helps expand Miami-Dade County's urban tree canopy by providing eligible residents with up to two free trees each year. Since its launch in 2001, the program has distributed more than 250,000 trees, including native shade trees, ornamental trees, and non-citrus fruit trees such as mango, mamey, soursop, and carambola.

The program holds several annual tree giveaway events throughout the county and aims to increase neighborhood shade, reduce energy costs, improve stormwater management, enhance wildlife habitat, boost property values, and help address climate change by increasing tree cover and carbon sequestration, with an overall goal of increasing the tree canopy by 30%.

Roots of Change Partner

\$15,000 *Exclusive Presenting Sponsor*

- Logo featured prominently on all marketing materials and assets including website, social media, flyer, press releases and email communications.
- Option to provide branded giveaways or materials.
- Speaking opportunity during the event.
- Ability to distribute branded giveaways, samples, or promotional materials.
- Dedicated social media spotlight campaign pre and post event.
- Opportunity to host an on-site activation, subject to mutual agreement -10' x 10' activation footprint at the event.
- Ability to distribute branded giveaways, samples, or promotional materials.
- Recognition in the post-event impact report, highlighting outcomes such as trees planted, environmental benefits, and community impact.

Green Leaf Friend

- In-kind sponsorship.

Community Canopy Sponsor

\$10,000

- Prominent logo placement across all event marketing materials, including website, social media, flyer, press releases, and email communications.
- Ability to distribute branded giveaways, samples, or promotional materials.
- Option for activation at the event, agreed upon by both parties.
- Recognition in post-event impact report (trees planted, carbon offset, etc.)

Sapling Supporter

\$5,000

- Prominent logo placement across all event marketing materials, including website, social media, flyer, press releases, and email communications.
- Ability to distribute branded giveaways, samples, or promotional materials.
- Recognition in post-event impact report (trees planted, carbon offset, etc.)

To request materials in an accessible format, sign language interpreters, CART (Communication Access Realtime Translation) services and/or any accommodation to participate in Adopt-a-Tree event, please contact Alain Donderiz at 305-372-6779 five days in advance to initiate your request, or send an email to Alain.Donderiz@miamidade.gov. Persons who are deaf or hard of hearing may also call 711 (Florida Relay Service).

DEPARTMENT OF ENVIRONMENTAL RESOURCES MANAGEMENT (DERM)

miamidade.gov/environment

