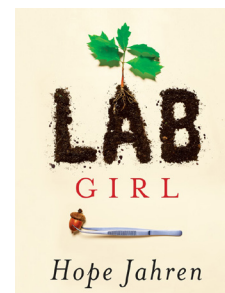




# THE WONDER OF TREES



A BENEFIT FOR CANOPY WITH *LAB GIRL* AUTHOR HOPE JAHREN, APRIL 7 2018

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## Honorary Committee

Anna Eshoo  
U.S. Representative  
Jerry Hill  
State Senator  
Marc Berman  
State Assemblymember  
Robert Little  
State Urban Forester  
Joe Simitian  
Santa Clara Co. Supervisor  
Warren Slocum  
San Mateo Co. Supervisor  
Liz Kniss  
City of Palo Alto Mayor  
Walter Passmore  
Palo Alto Urban Forester  
Nona Chiariello  
Staff Scientist, Jasper  
Ridge Biological Preserve

## Board of Directors

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Jane Jones  
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## Sponsors

Hotel Nia  
Palo Alto Weekly  
Palo Alto Online

## Event Committee

Maika Horjus  
Janice Li  
Kammy Lo  
Nancy Peterson  
Catherine Martineau  
Shannon McDonald  
Susan Rosenberg  
Meryl Selig

January 29, 2018

Dear Friend,

We're honored to present Hope Jahren, acclaimed international scientist, plant researcher, and best-selling author of *Lab Girl*, for an evening of exploration and inspiration to benefit Canopy's mission.

We hope you'll mark your calendar for Saturday, April 7, and consider sponsoring this unique event.

Canopy has a track record of successful events, and sponsorship offers many benefits for your business. As a sponsor, you'll have the opportunity to:

- ☛ **Promote your brand** through high-profile advertisements and publicity materials distributed throughout the Bay Area.
- ☛ **Gain visibility** among local leaders, influencers, and decision-makers.
- ☛ **Demonstrate your ongoing commitment** to community wellbeing and local environmental action.
- ☛ **Treat your clients or employees** to an elegant evening of dinner, friendship, and inspiration with a world-renowned scientist, writer, and thought leader.

The enclosed materials offer an overview of this special event and sample sponsorship benefits. All packages are customizable based on your business priorities.

Maika and I look forward to discussing the event with you and ensuring you'll benefit fully from your investment. Feel free to call me at 650-964-6100 x 2, or we'll reach out to you in the next few weeks.

Warmest regards,

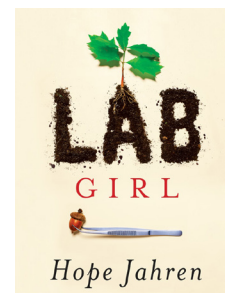
Catherine Martineau  
Executive Director

Maika Horjus  
Development Director

*"Plants are much more than  
food, medicine, and wood —  
they form the living, striving  
foundation of Planet Earth."  
- Hope Jahren*



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## PREMIUM SPONSORSHIP BENEFITS (*ALL PACKAGES CUSTOMIZABLE*)

*All premium sponsorships include a VIP event experience:*

- ◆ 10 invitations to private VIP cocktail hour with Hope Jahren on April 7, prior to main dinner event
- ◆ 10 superior or premium dinner seats (1 large table)
- ◆ 10 hardcover copies of *Lab Girl*, signed and personalized by the author
- ◆ Additional benefits listed by level below.

### Urban Forest Visionary - \$25,000

- ◆ Recognized as a presenting sponsor in all promotional materials and advertisements
- ◆ Full-page advertisement in event program
- ◆ On-stage acknowledgment as presenting sponsor during event
- ◆ 2 dedicated slides with listing as presenting sponsor in digital slide rotation at event
- ◆ Option to have information table and company banner at event
- ◆ Social media promotion, including dedicated posts with hyperlink
- ◆ Logo with hyperlink on event webpage
- ◆ Exclusive Apple Park tree talk and walk with Dave Muffy, Senior Arborist for Apple (up to 15 participants)
- ◆ Private tree walk experience with legendary arborist Kevin Raftery (up to 30 participants)
- ◆ 6 invitations to April 7 morning hike and picnic with Hope Jahren (or equivalent - weather permitting!). If you're not able to attend or fill all slots, your contribution will sponsor young Canopy interns or volunteers to hike with Hope.
- ◆ VIP event experience for 10 guests at Wonder of Trees on April 7, as described above

### Tree Canopy Champion - \$15,000

- ◆ Superior name/logo placement in promotional materials and advertisements
- ◆ 1 dedicated slide in digital slide rotation at event
- ◆ Name or logo acknowledgment on on-site event signage
- ◆ Full-page advertisement in event program
- ◆ Social media promotion
- ◆ Logo with hyperlink on event webpage
- ◆ 10 invitations to private tree walk experience with legendary arborist Kevin Raftery
- ◆ 4 invitations to April 7 morning hike and picnic with Hope Jahren (or equivalent - weather permitting!). If you're not able to attend or fill all slots, your contribution will sponsor young Canopy interns or volunteers to hike with Hope.
- ◆ VIP event experience for 10 guests at Wonder of Trees on April 7, as described above

### Woodland Leader - \$10,000

- ◆ Premium name/logo placement in promotional materials and advertisements
- ◆ Name or logo acknowledgment on on-site event signage
- ◆ Half-page advertisement in event program
- ◆ Logo with hyperlink on event webpage
- ◆ 10 invitations to private tree walk experience with legendary arborist Kevin Raftery
- ◆ 2 invitations to April 7 morning hike and picnic with Hope Jahren (or equivalent - weather permitting!). If you're not able to attend or fill all slots, your contribution will sponsor young Canopy interns or volunteers to hike with Hope.
- ◆ VIP event experience for 10 guests at Wonder of Trees on April 7, as described above

*(Additional levels on reverse)*

# SUPPORTING SPONSORSHIP BENEFITS

## Orchard Explorer - \$5,000

- ◆ Preferred name/logo placement in promotional materials
- ◆ Name acknowledged on on-site event signage
- ◆ Quarter page advertisement in event program
- ◆ 8 invitations to private VIP reception with Hope Jahren
- ◆ 8 premium dinner seats (1 small table)
- ◆ 8 copies of *Lab Girl*, signed by the author

## Grove Steward - \$2,500

- ◆ Name placement in promotional materials
- ◆ Name acknowledged on on-site event signage
- ◆ 4 preferred dinner seats
- ◆ 4 copies of *Lab Girl*, signed by the author

## Planting Partner - \$1,000

- ◆ Name placement in promotional material
- ◆ Name acknowledged on on-site event signage
- ◆ 1 invitation to private VIP reception with Hope Jahren
- ◆ 1 premium dinner seat
- ◆ 1 *Lab Girl* book

## Oak Friend - \$500

- ◆ Name acknowledged in program
- ◆ 1 preferred dinner seat
- ◆ 1 *Lab Girl* book

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## REGULAR TICKETS AND TABLES

- ◆ Regular Dinner Tickets - \$250 / each
- ◆ Small table (8 seats) - \$2,000
- ◆ Large table (10 seats) - \$2,500

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## YOUR SPONSORSHIP MAKES A DIFFERENCE

Your sponsorship at any level will demonstrate your commitment to community wellbeing and to a thriving urban forest. Your support will:

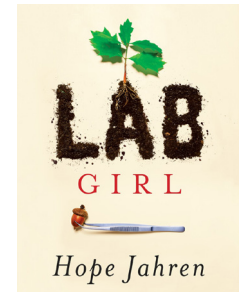
- ◆ **Bring nature into neighborhoods** by planting and caring for trees in areas where greenery is scarce.
- ◆ **Nurture resilient urban ecosystems** where people, wildlife, and nature thrive.
- ◆ **Empower youth as stewards of the environment** by providing hands-on, outdoor lessons for school kids and in-depth internships for teens and young adults.
- ◆ **Bring together people of all ages and backgrounds** to work towards greener, healthier communities.

We look forward to partnering with you!





# THE WONDER OF TREES



A BENEFIT FOR CANOPY WITH *LAB GIRL* AUTHOR HOPE JAHREN, APRIL 7 2018

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## WE WANT TO HEAR FROM YOU!

To become a sponsor for The Wonder of Trees or to discuss the sponsorship benefits that would be most valuable to you, please give us a call:

**CATHERINE MARTINEAU**  
Executive Director  
catherine@canopy.org  
650-964-6110 ext. 2

**MAIKA HORJUS**  
Development Director  
maika@canopy.org  
650-964-6110 ext. 5

## RESERVE YOUR SPOT SOON

The sooner you confirm your sponsorship, the more visibility and publicity benefits we can offer. So let's talk soon! To include an advertisement in the event program and take full advantage of day-of sponsor benefits, please confirm your sponsorship no later than **March 20, 2018**. Sponsorship payments are due prior to April 7.

We look forward to being in touch!

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**READY TO SIGN UP?** *Call us, email us, or mail in the form below. You can also visit [canopy.org/gala2018](http://canopy.org/gala2018).*

**SPONSOR NAME** \_\_\_\_\_  
(as you would like it to appear in promotional material)

**CONTACT NAME** \_\_\_\_\_

**MAILING ADDRESS** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

### I'D LIKE TO SPONSOR AT THE FOLLOWING LEVEL:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Urban Forest Visionary - \$25,000 | <input type="checkbox"/> Tree Canopy Champion - \$15,000 | <input type="checkbox"/> Woodland Leader - \$10,000 |
| <input type="checkbox"/> Orchard Explorer - \$5,000        | <input type="checkbox"/> Grove Steward - \$2,500         | <input type="checkbox"/> Planting Partner - \$1,000 |
| <input type="checkbox"/> Oak Friend - \$500                | <input type="checkbox"/> Custom or combination: _____    |   |

### - OR - I'D LIKE TO PURCHASE REGULAR TICKETS / TABLES:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> _____ (#) tickets at \$250 each | <input type="checkbox"/> Small table (8 seats) - \$2,000 | <input type="checkbox"/> Large table (10 seats) - \$2,500 |
|--|--|---|

### PAYMENT PREFERENCE:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Check enclosed for \$_____ | <input type="checkbox"/> Payment to be sent at a later date (prior to April 7) | <input type="checkbox"/> Please invoice me |
|---|--|--|

Canopy - 3921 East Bayshore Road, Palo Alto CA 94303.

Canopy is a tax exempt organization as described in section 501(c)(3) of the Internal Revenue code.  
We'll happily provide an assessment of the tax-deductible fair market value associated with your sponsorship.



# EVENT OVERVIEW

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## THE EXPERIENCE

*Enjoy an elegant and interactive evening of wine, dinner, friendship, and exploration in a stunning new venue.*

Hosted by Canopy and emceed by Santa Clara County Supervisor Joe Simitian, The Wonder of Trees will be an elegant evening of discovery, inspiration, entertainment, and community.

The gala will be hosted at Hotel Nia, a brand new nature-inspired Autograph Collection hotel opening in Menlo Park. VIP guests will have ample opportunity to mingle during a festive champagne reception prior to the main event. During dinner, guests will enjoy a 3-course meal, award-winning local wine, and time to connect with one another. As a dynamic program unfolds, guests will learn about Canopy's mission to plant and care for trees where people need them the most, and get a first-hand look at Canopy's hands-on education programs. Along the way, we'll follow Hope Jahren into her world as a scientist, uncovering the secrets of roots and soil beneath our feet, the canopy above our heads, and how the lives of plants and people are deeply intertwined.

## THE DETAILS

**Date:** Saturday, April 7, 2018  
**Time:** 6:00 - 9:00 PM, Private VIP reception at 5:15pm  
**Location:** Hotel Nia, Menlo Park

## THE AUDIENCE

*Canopy events attract high net worth Bay Area residents who are engaged and influential in their communities.*

As a trusted community resource, Canopy works closely with community leaders, government officials, grassroots partners, local businesses, and neighborhood residents throughout the Midpeninsula. Our volunteers, donors, and organization leaders represent diverse sectors and backgrounds. What they share is a passion for bringing nature into local communities and a commitment to a vibrant urban forest for all.

Our roots are in Palo Alto, where much of our donor community resides. In East Palo Alto, where Canopy has worked for over 10 years, we have strong partnerships with City staff, school administrators, community-based organizations, and residents. Canopy also has strong partnerships in Menlo Park, Mountain View, and Los Altos. Our dedicated volunteers join us from around the Bay Area—San Jose, Cupertino, Redwood City, San Francisco, Redwood City, and dozens of communities in between.

## THE IMPACT

*By growing our urban forests, Canopy creates healthier communities where people and nature thrive.*

Trees improve human health and quality of life in profound ways. In addition to their environmental benefits, studies show that trees slow heartbeats, lower blood pressure, and relax brain wave patterns. Students with a view of trees outside their classroom show improved focus and better retention. Employees who look out office windows onto trees do better in their jobs. From cleaning our air to calming our minds and enhancing our senses, a healthy urban forest supports our most basic human needs, and contributes to urban environments where people and nature thrive.

Over two decades, Canopy has partnered with local communities to plant more than 4,000 urban trees, and empowered thousands of youth and adults to explore and connect with nature in their neighborhoods. Through community tree plantings, citizen science surveys, hands-on environmental education lessons, and in-depth teen internships, Canopy brings people of all backgrounds together to work towards healthy trees and healthy communities.

# ABOUT CANOPY

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## CANOPY IS A RESPECTED ADVOCATE FOR THE PENINSULA'S URBAN FORESTS

For two decades, Canopy has grown, protected, and advocated for an essential community resource: urban trees. Our impact is far-reaching, in local communities and beyond.

Twenty years ago, Canopy's founders became a voice for the trees of Palo Alto. Canopy's early research, advocacy, and grassroots efforts helped create and sustain Palo Alto's vibrant urban forest and tree protection policies, which have served as a model for cities around the world.

Ten years ago, Canopy put down roots in neighboring East Palo Alto, planting and caring for trees in schools, parks, and neighborhoods where greenery was sorely needed.

Today, Canopy's programs have a direct impact on the health and wellbeing of communities throughout the Midpeninsula. In 2017 alone, with the help of our dedicated volunteers, donors, and partners, we:

- ♦ Planted over 350 new trees and tended more than 2,500 young trees across dozens of community sites;
- ♦ Reached more than 1,500 school kids with high-quality, hands-on environmental science lessons;
- ♦ Provided opportunities for more than 5,000 people to explore, steward, and celebrate our local urban forests.

Our vision is a day when every resident of the Midpeninsula can step outside to walk, play, and thrive under the shade of healthy trees. We welcome the opportunity to partner with you in bringing this vision to life!



## CANOPY HAS A TRACK RECORD OF SUCCESSFUL EVENTS.

Canopy has a history of bringing inspirational leaders, scientists, and nature stewards to share their expertise and call-to-action with our diverse audience. Over the last decade, we have hosted:

- ♦ 2006 - Wangari Maathai, 2004 Nobel Peace Laureate and founder of the Greenbelt Movement
- ♦ 2008 - Sir Thomas Pakenham, prize-winning author, historian, and arborist
- ♦ 2009 - E.O. Wilson, American biologist, researcher, theorist, naturalist and author
- ♦ 2011 - Richard Louv, Author, journalist, and nature advocate
- ♦ 2013 - Gretchen Daily, award-winning researcher, biologist, and author

We consistently deliver exceptional and memorable event experiences for guests and sponsors alike. Our last fundraising gala in 2013 integrated over 50 sponsors, 220 attendees, and a strong foundation of media coverage. Net proceeds of \$122,000 were raised to benefit Canopy's "Healthy Trees, Healthy Kids!" Initiative, bringing tree planting and hands-on nature education to schools and neighborhoods where they were most needed.

# HOPE JAHREN AND *LAB GIRL*

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## HOPE JAHREN, INTERNATIONALLY ACCLAIMED SCIENTIST AND WRITER

*Hope Jahren is an award-winning geochemist and paleobiologist who combines cutting-edge research in plant biology and earth sciences to uncover the secrets of the natural world.*

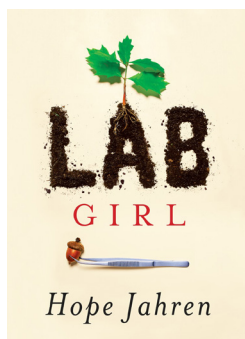


Dr. Jahren has been pursuing independent research since 1996, when she completed her PhD at University of California Berkeley and began teaching and researching first at the Georgia Institute of Technology and then at Johns Hopkins University.

She is the recipient of three Fulbright Awards and is one of four scientists—and the only woman—to have been awarded both of the Young Investigator Medals given within the Earth Sciences. From 2008 to 2016, she was a tenured professor at the University of Hawaii in Honolulu, where she built the Isotope Geobiology Laboratories, with support from National Science Foundation, the Department of Energy, and the National Institutes of Health. She currently holds the J. Tuzo Wilson professorship at the University of Oslo, Norway.

## LAB GIRL, HOPE JAHREN'S BEST-SELLING BOOK

*An illuminating debut memoir of a woman in science, a moving portrait of a longtime friendship, and a stunningly fresh look at trees and plants that will forever change how you see the natural world.*



Geobiologist Hope Jahren has spent her life studying trees, flowers, seeds, and soil. *Lab Girl* is her revelatory treatise on plant life—but it is also a celebration of the curiosity, humility, and passion that drive every scientist.

*“The leaves of the world comprise countless billion elaborations of a single, simple machine designed for one job only—a job upon which hinges humankind.” - Hope Jahren, *Lab Girl**

In these pages, Hope takes us back to her Minnesota childhood, where she spent hours in unfettered play in her father’s college laboratory. She tells us how she found a sanctuary in science, learning to perform lab work “with both the heart and the hands.” She introduces us to Bill, her brilliant, eccentric lab manager. She opens our eyes to the beautiful, sophisticated mechanisms within every leaf, blade of grass, and flower petal. And she extends the mantle of scientist to each one of her readers, inviting us to join her in observing and protecting our environment. Warm, luminous, compulsively readable, *Lab Girl* vividly demonstrates the mountains that we can move when love and work (and planting trees!) come together.