



# MEET THE TREE WHISPERER

A BENEFIT FOR CANOPY  
WITH *DAVE MUFFLY*, JUNE 2 2019



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*“Twenty years ago, I asked myself a couple of simple questions. What are the best trees to plant in the cities of the San Francisco Bay Area? And what is the best way to grow those trees?” - Dave Muffly*

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March 2, 2019

Dear Friend,

Canopy is thrilled to honor Dave Muffly, the innovative and visionary arborist for Apple who was responsible for choosing, locating, and planting 9,000 trees within the 175-acre Apple Park campus. His mission in life is to create the best possible urban forests in California, capable of adapting to the changing conditions brought by climate change.

We hope you'll join us on Sunday, June 2, 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.

Judith 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

Judith Sissener  
Development Director



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## PREMIUM SPONSORSHIP BENEFITS

*(all packages customizable)*

### Urban Forest Visionary - \$20,000

- Recognized as a presenting sponsor in all promotional materials and advertisements
- Premier name/logo placement in promotional materials and advertisements
- Full-page advertisement in event program
- Exclusive Apple Tree Walk with Dave Muffly (access inside Apple Park depending on availability; up to 15 participants, to be scheduled at your convenience)
- Choice of San Francisco Bay Area acorn collection trip with Dave Muffly or Oak Tree Walk locally or at the UC Davis Arboretum (up to 15 participants)
- 10 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- Premier seating for 10

### Tree Canopy Champion - \$10,000

- Premier name/logo placement in promotional materials and advertisements
- Half-page advertisement in event program
- Apple Tree Walk with Dave Muffly (campus perimeter; up to 15 participants, to be scheduled based on mutual availability)
- Oak Tree Walk on the Stanford campus with Dave Muffly (up to 15 participants, to be scheduled based on mutual availability)
- 10 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- Premier seating for 10

*(Additional levels on reverse)*



# SUPPORTING SPONSORSHIP BENEFITS

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## Orchard Explorer - \$5,000

- ✿ Preferred name/logo placement in promotional materials and advertisements
- ✿ Quarter page advertisement in event program
- ✿ 10 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✿ Preferred seating for 10

## Grove Steward - \$2,500

- ✿ Name/logo placement in promotional materials and advertisements
- ✿ Eighth page advertisement in event program
- ✿ 6 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✿ Preferred seating for 6

## Planting Partner - \$1,000

- ✿ Name/logo placement in promotional materials and advertisements
- ✿ 1 invitation to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✿ Premier seating

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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, thus promoting public health and environmental justice.
- ✿ **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!







# MEET THE TREE WHISPERER

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WITH *DAVE MUFFLY*, JUNE 2 2019



## WE WANT TO HEAR FROM YOU!

To become a sponsor for Meet the Tree Whisperer 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

### JUDITH SISSENER

Development Director  
judy@canopy.org  
650-964-6110 ext. 5

## RESERVE YOUR SPOT SOON

The sooner you confirm your sponsorship, the more flexibility and benefits we can offer. So let's talk soon! To take full advantage of day-of sponsor benefits, please confirm your sponsorship no later than ***April 1 to be included in the printed invitation***, or no later than ***May 1, to be included in the program***. Sponsorship payments are due prior to June 1.

Seating is limited. We look forward to hearing from you soon.

## READY TO SIGN UP?

*Call us, email us, or mail in the form below. You can also visit [canopy.org/whisperer2019](http://canopy.org/whisperer2019).*

**SPONSORSHIPS AND TICKETS MAY ALSO BE PURCHASED AT EVENTBRITE.**

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 - \$20,000 | <input type="checkbox"/> Tree Canopy Champion - \$10,000 |
| <input type="checkbox"/> Orchard Explorer - \$5,000        | <input type="checkbox"/> Grove Steward - \$2,500         |
| <input type="checkbox"/> Custom or combination: _____      | <input type="checkbox"/> Planting Partner - \$1,000      |

### PAYMENT PREFERENCE:

- ☐ Check enclosed for \$ \_\_\_\_\_ ☐ Payment to be sent at a later date (prior to June 1) ☐ 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

**Treat yourself and your guests to a unique and provocative experience with Dave Muffly, The Tree Whisperer.** Hosted by Canopy and emceed by Joe Simitian, President of the Santa Clara County Board of Supervisors, “Meet the Tree Whisperer” will be an inspiring morning of discovery, inspiration, entertainment, and community.

The Eastside College Preparatory School in East Palo Alto will provide the perfect setting for this event. Dave Muffly will deliver his dynamic and inspiring TED-style presentation in the school’s theater. Immediately following the presentation, you and your guests will have an opportunity to meet and congratulate Dave during a reception in the courtyard, with music by members of the Eastside Band. You will then be invited to sit down for a delicious organic al fresco brunch served with award-winning local wines, and other refreshments. As the morning unfolds, you will learn about Canopy’s mission to grow urban tree canopy in the Midpeninsula, and get a first-hand look at Canopy’s environmental education programs.

## THE DETAILS

### MEET THE TREE WHISPERER - EVENT

**Date:** Sunday, June 2, 2019  
**Time:** 10:00 AM - 1:00 PM  
**Location:** Eastside College Preparatory School,  
1041 Myrtle Street, East Palo Alto 94303

### VIP COCKTAIL RECEPTION

**Date:** Saturday, June 1, 2019  
**Time:** TBD  
**Location:** A beautiful home and garden in Palo Alto  
(address communicated upon sponsorship confirmation.)

## 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, 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, 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, contributing to urban environments where people and nature thrive.

Over two decades, Canopy has partnered with local communities to plant nearly 5,000 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 models for cities around the world.

Twelve 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 2018 alone, with the help of our dedicated volunteers, donors, and partners, we:

- ♦ Planted 323 new trees and tended more than 700 young trees across dozens of community sites;
- ♦ Reached more than 1,800 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
- ♦ 2018 - Hope Jahren, award-winning scientist, ecologist, and author

We consistently deliver exceptional and memorable event experiences for guests and sponsors alike. Our last fundraising gala in 2018 integrated approximately 30 sponsors, 240 attendees, and a strong foundation of media coverage.

# ABOUT DAVE MUFFLY

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Canopy is thrilled to honor Dave Muffly, the acclaimed arborist affectionately dubbed Tree Whisperer by the Los Angeles Times.

*Dave is the charismatic former Senior Arborist at Apple, who selected, grew, and planted the 9,000 trees within the 175-acre Apple Park headquarters in Cupertino, bringing to life Steve Job's vision of a tree rich park resembling the Stanford hills, where employees readily enjoy the benefits of nature.*



Dave's passion for trees, oaks in particular, developed on the Stanford campus, planting native trees as a member of the *Magic* community, while earning a degree in mechanical engineering. From there, Dave became Canopy's first program director, orchestrating the planting of 500 trees in Palo Alto neighborhoods. Later, while serving on the Canopy board of directors, Dave designed Canopy's East Palo Alto Tree Initiative, the award winning planting of 1,000 drought tolerant trees along the Bayshore freeway. With some of the highest survival rates ever recorded by science, these trees provide invaluable benefits to the community as they scrub the air from nearby exhaust pollutants.

Dave's wisdom and insight, gained from 30 years of observing, growing, planting, researching, and stewarding nearly 100,000 trees, is unparalleled and highly sought after. His mission in life is to create the best possible urban forests in California, capable of adapting to the changing conditions brought by climate change. He's continuing his research and experiments with species native from other areas, to select and grow those that he believes will survive and thrive in California. He's playing an instrumental role in influencing the tree nursery industry not only to grow these species, but also to adopt innovative growing techniques.

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*“Everyone wants to talk about planting trees. I want to talk about establishing trees.” - Dave Muffly*

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## Publications

Stewardship Matters: Case studies in establishment success of urban trees - Urban Forestry & Urban Greening, November 2015

Watching Trees, Good News for California Gardeners, Pacific Horticulture, Fall 2015

New Oak Species for California - International Society of Arboriculture Western Arborist Journal, Winter 2008

Rootball Treatment for Optimal Tree Growth, Pacific Horticulture, January 2008