

Trash to Trees



Did you know?

If every family reused just two feet of holiday ribbon, the 38,000 miles of ribbon saved could tie a bow around the entire planet.

This year, inspire kids to be artistic instead of a statistic and help support the second-annual 'Trash to Trees' tree decorating competition. The Inverness Hotel, in partnership with Tree by Tree and Tagawa Gardens is challenging students to get creative and use recycled or re-purposed items to decorate a tree and help raise 'some green' for their school's PTA/PTO.



Program Premise

Gift-wrapping, ribbon, shopping bags, greeting cards – just a few of the many items that contribute to an estimated four million tons of holiday waste each year. Trash to Trees was founded to help raise community awareness about the importance of recycling and making eco-friendly choices, in particular during the holiday season.

How does it Work?

Trash to Trees is open to students in grades 1-8 throughout the greater Denver area. The competition is limited to the first 50 schools to submit their completed application and only one application per school will be accepted. Trees will be on display at The Inverness Hotel located at 200 Inverness Drive West in Englewood Dec. 5-13. Parents, students and area residents will be invited to visit and cast their vote for their favorite tree. All tree submissions will be judged on creativity and innovative use of recycled or re-purposed materials and cash and prizes will be awarded to 10 winners.

Sponsorship Levels

Trash to Trees offers area businesses three sponsorship levels to get involved: **Local Contributor: \$500; Neighborhood Steward: \$750 and Community Sustainer: \$1,000.** Sponsorship proceeds will fund the tree competition and help raise cash for Tree by Tree's 'Million Tree Initiative,' a city effort to plant one million trees in the community by 2025. For specific sponsorship details, please refer to the following page.

Sponsorship Benefits

- *Promote your company* – Include promotional materials in Trash to Tree's 'Seed a Thought' packet that will include eco-friendly practices and ideas and will be sent to all participating schools.
- *Table display at the hotel* – Showcase your company with a table display in The Inverness' lobby from December 5-13. It's a great way to garner exposure for your company.
- *Champion a well-rooted cause* – Become part of a focused effort to raise green awareness during the holidays and inspire area residents to change wasteful practices.
- *Give green and be seen* – Gain logo exposure in all marketing and public relations efforts targeted at schools, media, government agencies and the community at large.

To become a sponsor, please call Katie Johnson at (303) 397-7145 or send an email to trashtotrees@destinationhotels.com. Visit www.TrashtoTrees.com for more information.



Trash to Trees Decorating Competition Sponsorship Opportunities

Local Contributor Sponsor - \$500

- Proceeds will fund individual category prizes and Tree by Tree
- .5x.5 inch logo included in all materials distributed to area schools
- 5 Inverness Hotel vouchers redeemable for 20 percent off lodging, spa, or dining*
- Company acknowledgement on Event Web Page as a Local Contributor sponsor
- Company acknowledgement in all materials distributed to area schools
- Company acknowledgement in press materials and hotel public relations efforts
- Company display table to be presented in the lobby from December 5-13

Neighborhood Steward Sponsor - \$750

- Proceeds will fund individual category prizes and Tree by Tree
- 1x1 inch logo included in all materials distributed to area schools
- 10 Inverness Hotel vouchers redeemable for 20 percent off lodging, spa, or dining*
- Company acknowledgement on Event Web Page as a Neighborhood Steward sponsor
- Company acknowledgement in all materials distributed to area schools
- Company acknowledgement in press materials and hotel public relations efforts
- Company acknowledgement in two email blasts to hotel guests (*Approx. 15,000 guests*)
- Company display table to be presented in the lobby from December 5-13

Community Sustainer Sponsor - \$1,000

- Proceeds will fund individual category prizes and Tree by Tree
- 2x2 inch logo included in all materials distributed to area schools
- 20 Inverness Hotel vouchers redeemable for 20 percent off lodging, spa, or dining*
- Company acknowledgement on Event Web Page as a Community Sustainer sponsor
- Company acknowledgement in all materials distributed to area schools
- Company acknowledgement in press materials and hotel public relations efforts
- Company acknowledgement in two email blasts to hotel guests (*Approx. 15,000 guests*)
- Plaque with company name placed at the main Denver Park tree-planting site
- Company display table to be presented in the lobby from December 5-13

**Certain rules and restrictions apply.*

Trash to Trees



Sponsorship Application

Please fill in the information below and fax to Katie Johnson at (303) 397-7148 by October 1.

Sign up by August 1 and select either an overnight stay for two or two rounds of golf at The Inverness Hotel.

Company Name: _____

Company Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Email: _____

Sponsorship Level:

- Local Contributor - \$500
- Neighborhood Steward - \$750
- Community Sustainer - \$1,000

Please check the following:

- Promotional products or materials to be included in 'Seed a Thought' packet for participating schools (must be eco-friendly information) – must be sent to the hotel by October 1.
- Recommendations for other possible sponsors: _____

Thank you for supporting Trash to Trees! We look forward to working with you and will contact you soon. For questions, please contact Katie Johnson at (303) 397-7145 or via email at trashtotrees@destinationhotels.com.

Fax Application to (303) 397-7148
The Inverness Hotel
200 Inverness Drive West Englewood, CO 80112