

Endangered Western Forests

Sponsor Package

The Greater Yellowstone Area is one of the most iconic landscapes in America. It's also home to 60 large mammal species, 118 species of fish and 311 species of bird. The region is astonishingly beautiful and critically important, acting as a super-storehouse of ecological diversity.

It's also a region experiencing frightening destruction.

The Greater Yellowstone Area's whitebark pines, trees that can live up to 1,000 years, are being decimated on an unprecedented scale due to infestations of mountain pine beetles and the invasive disease white pine blister rust.

In northern Colorado and southern Wyoming alone, more than 100,000 dead trees, killed by beetles, fall to the ground every single day. The situation is so dire that the whitebark pine is eligible for inclusion under the Endangered Species Act, but precluded due to funding issues.

Just why is the region and its whitebark pines so important?

The whitebark pine reduces soil erosion and regulates snow melt, ensuring a steady supply of fresh, clean water for more than 15 states over the course of the year. These trees are crucial in supplying clean water to more than 33 million people. Whitebark pine also produces large, nutritious seeds, providing food for grizzly and black bears, Clark's nutcrackers, red squirrels and a host of other seed-eating birds and mammals, helping these creatures flourish in harsh mountain conditions.

Since 1875, American Forests has worked continuously to speak out for forests, highlighting their importance and ensuring that we have a lasting legacy to leave to others. Significant and ongoing threats to the Mountain West led American Forests to address these issues. The Greater Yellowstone Area is phase one of our comprehensive Endangered Western Forests initiative.

To help slow and reverse the significant damage being done in the Greater Yellowstone Area, American Forests is coordinating efforts to:

Protect and Restore Damaged Forest Areas

- Collect blister rust-resistant seeds and plant blister rust-resistant seedlings in targeted areas.
- Apply pheromone patches to discourage beetles from infesting disease-resistant trees.
- Protect natural disease-resistant tree cones with metal baskets for seed propagation.
- Organize and implement long-term monitoring to ensure species survivability.

Support Continued Research

- Partner with leading scientists to research the threats to whitebark pine and new restoration techniques.
- Identify and develop replicable protection and restoration techniques for other threatened species.
- Work with partner organizations on an industry-wide response.

Educate and Raise Awareness

- Organize volunteer events for forest restoration activities.
- Hold events with key stakeholders, the public and the media to continue to bring awareness to the plight of the region's forests.
- Produce and disseminate high-quality videos to educate and inform.
- Print informational brochures for the general public and state park visitors.

Promote Forest Management Policies

- Present research to state legislatures and Congress to help raise awareness and increase support for whitebark pine restoration in the Greater Yellowstone Area.

Provide Adequate Funding

- Raise more than 1.7 million to help fund phase one of this critically important work.

The Greater Yellowstone Area is one of the last remaining large and nearly intact ecosystems in the northern hemisphere. It is home to iconic species such as the American bison, grizzly and black bears, bighorn sheep, elk, moose, mule and white-tailed deer and gray wolves.

We believe that it's not too late to rescue the whitebark pine and to begin to reverse the devastation done to the Greater Yellowstone Area's forests. Together, with the support of the business community, we can begin to make a meaningful difference.

In recognition of the critically important and much-needed financial support of environmentally conscious businesses, American Forests offers the following sponsor benefits.

Greater Yellowstone Area – Founding Sponsor – \$75,000

Thanks to your generous, annual, tax-deductible donation, your company name and logo will be listed as a Founding Sponsor:

- At all educational and volunteer events on appropriate and prominent signage.
- In the high donor, rotating logo spot on the homepage of the American Forests website.
- On the Corporate Partners' page of American Forests' website.
- On American Forests' special micro-website dedicated to the Greater Yellowstone project.
- On the current promotional/informational video landing page and included in the planned July 2013 video.

- For a testimonial to be included in a planned American Forests' corporate promotional video.
- In all press releases and other news announcements related to this project.
- In social media posts (Twitter, Facebook and *Loose Leaf* blog) on this project.
- On all project-related printed material and brochures to be disseminated to the general public, industry stakeholders and the media.
- In the American Forests annual report.

In addition, your company will also:

- Receive a royalty-free right to use the American Forests name and marks.
- Be interviewed for a podcast to be hosted on the Greater Yellowstone project's micro-website.
- Receive discounted ad space in the award-winning *American Forests* magazine.
- Be featured in an editorial article in *American Forests*.
- Featured in an article in our electronic newsletter, *Forest Files*.
- Be invited to guest blog on American Forests' blog, *Loose Leaf*.
- Have sign-ups for your company newsletter presented on the Greater Yellowstone project's micro-website.
- Receive invitations to special events, conferences and forum discussions on the Greater Yellowstone work.
- Receive invitations to join American Forests CEO Scott Steen for an annual sponsor luncheon in Washington, D.C.
- Invited to attend volunteer planting and restoration events.

Your support is crucial to helping save the Greater Yellowstone Area forests. Without your help, a daunting task could become impossible. We trust that the case for support and the sponsor benefits accurately reflect the value of this important undertaking.

Together, let's ensure that we save the whitebark pine in our lifetimes.

To register as a sponsor of American Forests Endangered Western Forests initiative, please contact:

<p>Greg Meyer Vice President, Corporate Development gmeyer@americanforests.org 202-737-1944 ext.222</p>
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<p>Shawn Berriman Account Executive, Corporate Development sberriman@americanforests.org 202-737-1944 ext.218</p>
