



2026 SPONSORSHIP OPPORTUNITIES

Hoyt Arboretum Friends

Bringing people and trees together





Message from the Director

Hoyt Arboretum is Portland's museum of living trees. It is 189 acres with more than 6,000 trees from around the world planted along 12 miles of trails. It is also a free public park that welcomes more than **500,000 visitors a year.**



Hoyt Arboretum thrives thanks to a long-standing partnership between Portland Parks & Recreation and the nonprofit Hoyt Arboretum Friends (HAF).

Since 1986, HAF has brought people and trees together by supporting education, conservation, and visitor experiences across the Arboretum. Through fundraising, advocacy, and a robust volunteer program, HAF helps care for the living collection, expands access to nature-based learning, and funds critical improvements that make the Arboretum more welcoming and resilient.



Sponsors play a vital role in sustaining this work. By becoming a sponsor, you help ensure Hoyt Arboretum remains a place where people of all ages and backgrounds can learn, explore, and be inspired —while **aligning your organization with a trusted community institution and one of Portland's most cherished public green spaces.**



Please join us!

A handwritten signature in black ink, appearing to read 'Anna Goldrich'.

Anna Goldrich
Executive Director
Hoyt Arboretum Friends

Why Sponsor?

REACH more than half a million in-person visitors a year at the Arboretum, and through our robust online presence.

PROMOTE your company's commitment to conservation, education, and visitor resources at one of Portland's most cherished public greenspaces.

CONNECT with community members and tourists aligned with your business values and target demographics.

SUPPORT a trusted local nonprofit that protects and provides essential resources for a beloved Portland Park.

Our Audience



In Person (annual)

- 500,000+ visitors
- 60,000 visitor interactions
- 31,000 maps distributed
- 12,000 participants in education programs

Demographics

- 68% locals
- 65% between the ages of 25 and 64
- 73.1% household income >\$75K



Digital

- 40,000 website users/month
- 10,000 email subscribers
- 10,700 Instagram followers
- 8,100 Facebook followers

Demographics

- 49% locals
- 80% between the ages of 25 and 55
- 76.6% women

PEOPLE LOVE HOYT ARBORETUM



Milen Patel
Local Guide · 496 reviews · 5,254 photos



★★★★★ 6 months ago

Woowooooow! I was not expecting this to be one of my favorite parts of Washington park!! What an incredible series of trails and trees! Amazing diversity and size! Truly felt like I was in the redwoods at times! We were able to walk all the way to pittock mansion following the redwood trail and it was great! Nice and shaded!

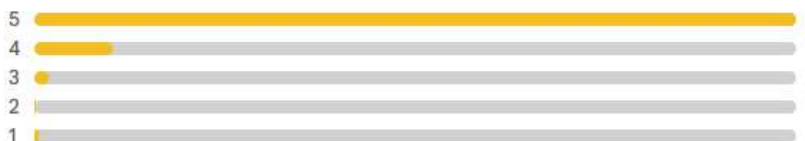


Reviews

Google review summary ⓘ

4.9

★★★★★
2,203 reviews





SPONSORSHIP OPPORTUNITIES



Tree & Trail Stewardship

Youth & Family Programs

Forage in the Forest

Arborists in the Arboretum

Visitor Navigation & Wayfinding

TREE & TRAIL STEWARDSHIP

With **189 acres, more than 6,000 trees, and 12 miles of trails** to maintain, **Hoyt Arboretum relies on volunteer stewards** to keep the trees healthy and trails safe.

HAF coordinates volunteer stewardship crews to support the Arboretum’s curator and horticulturist in invasive species removal, trail maintenance, planting, pruning, watering, mulching, and so much more.

JOIN THE FUN!

As a Tree & Trail Stewardship Sponsor, you’ll have the opportunity to host your own private corporate crew. Corporate volunteering allows you and your colleagues to spend meaningful time together surrounded by trees.



SPONSORSHIP LEVELS

SATURDAY CREW YEAR CHAMPION \$10,000

Sponsor a full year of Saturday Crews at Hoyt Arboretum. Offered seasonally to the public in spring and fall, Hoyt Arboretum Friends will host 11 Saturday Crews in 2026 to provide essential care to the trees and trails.

SPONSOR RECOGNITION

- Promotional poster at welcome table for stewardship volunteers.
- One weekday private volunteer work party for up to 20 people followed by free rental of the historic Stevens Pavilion for group lunch (*to be provided by sponsor*).
- One private tour for a group of up to 20 people with a trail or collection feature of your choice.
- Logo display with link on HAF website, in email communications with Saturday Crew volunteers, and in HAF’s email newsletter promotions for Saturday Crews.
- Eighth page ad in print newsletter that goes to all HAF members.

TREE & TRAIL STEWARDSHIP

SPONSORSHIP LEVELS

continued



SATURDAY CREW SPRING SEASON SPONSOR. \$5,000

Sponsor 7 Saturday Crews from March through June at Hoyt Arboretum. Open to the public, these stewardship volunteers provide essential care to the trees and trails to meet the needs of the spring season.

SPONSOR RECOGNITION

- Promotional poster at welcome table for stewardship volunteers (7 dates).
- Logo display with link on HAF website, in email communications with Saturday Crew volunteers, and in HAF's email newsletter promotions for Saturday Crews.
- Eighth page ad in print newsletter that goes to all HAF members.

SATURDAY CREW FALL SEASON SPONSOR. \$3,000

Sponsor 4 Saturday Crews in September and October at Hoyt Arboretum. Open to the public, these stewardship volunteers provide essential care to the trees and trails to meet the needs of the fall season.

SPONSOR RECOGNITION

- Promotional poster at welcome table for stewardship volunteers (4 dates).
- Logo display with link on HAF website, in email communications with Saturday Crew volunteers, and in HAF's email newsletter promotions for Saturday Crews.
- Eighth page ad in print newsletter that goes to all HAF members.



FORAGE IN THE FOREST

Forage in the Forest is HAF's annual summer gala and largest fundraiser of the year. Hosted at the Stevens Pavilion, approximately 130 supporters gather for an intimate evening among the trees to celebrate nature, community, and generosity.

Proceeds from Forage in the Forest directly support education and conservation at Hoyt Arboretum.

JOIN THE CELEBRATION!

As an Emerald, Diamond, and Platinum sponsor for Forage in the Forest, you will receive tickets to the event corresponding with the levels outlined below.



SPONSOR RECOGNITION

Sponsor listing with link to your website on event page.

Recognition in event invitation and program.

1 tagged mention on social media.

1 mention in email newsletter.

Main-stage recognition at the event.

1/2 page color ad in the event program.

1 page color ad in the event program.

Designated ad in September E-newsletter w/link to website.

1/8 page ad in fall newsletter mailed to HAF members.

GOLD SPONSORS \$2,500

PLATINUM SPONSORS \$5,000
+ 2 tickets to the event

DIAMOND SPONSORS \$7,500
+ 4 tickets to the event

EMERALD SPONSORS \$10,000
+ a table for 8 at the event

ARBORISTS IN THE ARBORETUM



About the Event

Caring for Hoyt Arboretum's global tree collection requires skilled care in an amount that would not be possible without ***Arborists in the Arboretum***.

This annual event brings together more than 100 volunteer arborists from dozens of companies across the region to complete a list of priority tree care projects identified by Curator, Martin Nicholson.

In the past five years, volunteer arborists have contributed 2,000 hours of tree care.

SPONSORSHIP OPPORTUNITIES



Arborists in the Arboretum is possible thanks to the volunteer and financial support of our region's arborist community.

Your sponsorship ensures that Portland's living museum of trees remains safe, healthy, and accessible for all.

Check out the different ways to support this important event on the next page.

ARBORISTS IN THE ARBORETUM SPONSORSHIP LEVELS

We are excited to recognize our sponsors in a variety of ways. The chart below shows different tiers of support and corresponding recognition. **Larch sponsors** receive all benefits on the chart, **Doug-fir sponsors** receive all benefits except Larch level, and so on.



LARCH SPONSORS \$1,000 +

Tagged, individual recognition in a social media post after the event.

DOUG-FIR SPONSORS \$500 - \$999

Recognition in all promotional emails for the event.

Sponsor listing in print newsletter mailed to members.

ELM SPONSORS \$250 - \$499

Invitations to VIP events throughout the year.

BIRCH SPONSORS \$100 - \$249

Logo displayed on poster at event.

Main stage recognition at event.

Recognition in post-event emails for the event.

Tagged in post-event social media.

Corporate sponsor listing in published reports.

Logo linked to your website on event page.

VISITOR NAVIGATION & WAYFINDING



Help hikers find their way!

More than 500,000 people visit Hoyt Arboretum every year! Many visits begin with a friendly conversation with a volunteer at the Visitor Center before heading out to explore with a free paper map to navigate the 189 acre park and 12 miles of trails.

The **Hoyt Arboretum Trail Map**, offered both in English and Spanish, highlights Arboretum features and recommended walking loops. We distribute approximately **20,000 Trail Maps a year**.

And for the young naturalists in our community, we offer an interactive and illustrated **Children's Adventure Map**, also offered in English and Spanish. We distribute about **11,000 Adventure Maps a year**, and most families take these maps home as a memento and to color, so they have a life beyond the Arboretum visit.

Paper maps cost us about \$0.50 each, and printing costs continue to increase year after year. We are seeking sponsorships to continue to provide this resource to **help hikers find their way**.

TRAIL MAP SPONSORS (up to \$10,000)

When you contribute at least half our annual cost to printing Hoyt Arboretum Trail maps, you'll receive:

- Your logo and website printed on back of English and Spanish maps.
- Logo linked to your website on Trail Maps webpage.
- One tagged recognition post on social media.



VISIT HOYTARBORETUM.ORG for more information about education programs (including school field trips and private group tours), special events, rental facilities, volunteer opportunities, and more. You can support Hoyt Arboretum by becoming a member or volunteer with Hoyt Arboretum Friends.

Hoyt Arboretum relies on the support of Hoyt Arboretum Friends, a membership-based, nonprofit organization working in partnership with Portland Parks & Recreation. Hoyt Arboretum Friends maintains and improves Hoyt Arboretum and its collection for all people through advocacy, resources, and education.



4000 SW Fairview Blvd., Portland, OR 97221
hoytarboretum.org
info@hoytarboretum.org • (503) 865-8733

We welcome all races, religions, countries of origin, sexual orientations, genders, and abilities at Hoyt Arboretum.

This Trail Map was brought to you by

Your logo and website here

ADVENTURE MAP SPONSORS (up to \$5,500)

When you contribute at least half our annual cost to printing Adventure Maps, you'll receive:

- Logo and website printed on back of all Adventure maps.
- Logo linked to your website on our Youth Programs webpage.
- One tagged recognition post on social media.



VISIT HOYTARBORETUM.ORG for more information about education programs including school field trips, guided walks, adult classes, summer events, and Tree Time! Preschool walks.

ARBORETUM HOURS
Open daily from 5:00 AM to 10:00 PM.
There is no admission fee.

VISITOR CENTER HOURS
Daily, 10:00 AM to 4:00 PM
(hours are subject to change)

LOCATION
4000 SW Fairview Blvd., Portland, OR 97221
info@hoytarboretum.org
(503) 865-8733

This Map was brought to you by
Your logo and website here

Hoyt Arboretum Friends
Portland Parks & Recreation
Healthy Parks, Healthy Portland

Tag @hoytarboretum and #hoytarboretum

YOUTH & FAMILY PROGRAMS



Supporting the next generation of forest stewards

Hoyt Arboretum Friends is committed to empowering and engaging youth through environmental education that is accessible to all. Help us connect local families with the wonder of nature.

In 2025 more than 2,500 people participated in our free youth and family programs.

Pop-Up Nature!

Free, drop-in nature education stations at the Visitor Center when public schools are out for fall, winter, spring, and summer breaks. In 2026, HAF will host 11 weeks of Pop-Up Nature! programs.

Family Forest Days

Our largest and most publicized family events of the year, Family Forest Days are free summer celebrations in the Stevens Pavilion with educational tables, activities, music, and more! In 2026, Hoyt Arboretum Friends will host 2 Family Forest Days; 1 in June and 1 in July.

POP-UP NATURE! \$2,500

Sponsor benefits effective during fall, winter, spring and summer school breaks

- Promotional poster at welcome table for 11 weeks of programs.
- Logo with link to your website on event webpages.
- Logo display with link on 4 promotional emails.
- Logo on the summer season Pop-Up Nature passport.
- 1/8 page ad in a print newsletter mailed to HAF members.



FAMILY FOREST DAYS \$5,000

Sponsor benefits effective through the months of June and July around the events

- Promotional poster at welcome table.
- Logo and sponsorship language on promotional posters at the Hoyt Arboretum Visitor Center.
- Logo with link to you website on event webpages.
- Logo with link on 6 promotional emails.
- Listed as sponsor in event press releases.
- 1/8 page ad in a print newsletter mailed to all HAF members.

