



# PARTNERSHIP PLAN

A FOUR-PART  
EVENT

Quebec Tree Climbing  
Championship

Fun Family Activities

Information and  
Artisan Booths

Tools and Equipment  
Exhibitions



August 26 to 28, 2022  
Montréal  
Ahuntsic/Cartierville Borough  
Beauséjour Park

siaq.org 

Organized by:



ARBRE EN FÊTE 2022

## THE ONLY EVENT OF ITS KIND IN QUEBEC



**Arbre en fête** is a family gathering event. Over a weekend, visitors and their children can participate in all sorts of fun and rewarding activities such as recreational tree climbing, rides, and inflatable games. They have the opportunity to visit wood artisan booths and attend various interactive activities as well as arboriculture equipment exhibitions.

### Host of the Quebec Tree Climbing Championship

**Arbre en fête** also presents the popular tree skill and movement competitions of the *Quebec Tree Climbing Championship*. Professional tree workers and climbers from all over the province challenge each other in high altitude competitions for visitors to enjoy.

Sunday is dedicated to the Masters Challenge, the Championship's ultimate event. The finalists will compete for the title of Quebec champion and qualify for the *International Tree Climbing Championship* (ITCC).

### An environmental... and social event!

**Arbre en fête** is a valuable educational and awareness-raising resource on the many benefits of trees in urban environments. It leads participants to understand the importance of the arborist's profession in the preservation of urban forests for today and for the future.

The event is also a great opportunity for networking and to meet professionals from the arboricultural world. Tree workers and suppliers meet in a festive and casual atmosphere, perfect for exchanges.



# EXPOSURE FOR PARTNERS

An advertising campaign will be carried out in the spring by SIAQ (Société internationale d'arboriculture Québec inc.) to promote **Arbre en fête** and attract visitors. The communication strategy will aim at positioning the event as a must-see family event this summer, both for Quebec arboriculture professionals and their families, as well as for the general public.

The SIAQ will take multiple actions through digital and traditional strategies to reinforce the presence of Arbre en fête and its partners among the province's arboricultural stakeholders.

## Demonstrate your leadership in arboriculture

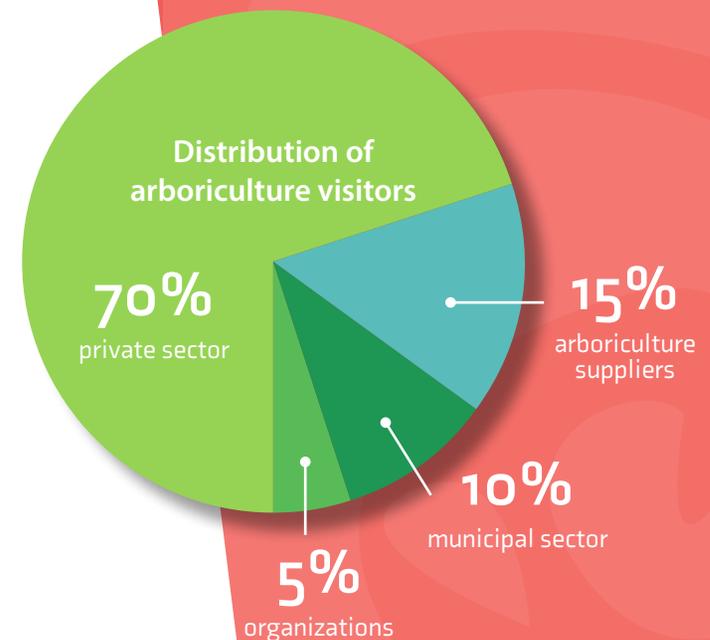
To maximize its partners' commercial benefits and to build solid and lasting business relationships, the SIAQ is proposing a revamped partnership plan this year. Unparalleled exposure opportunities are offered to increase partners' reach and maximize their investment. A unique opportunity to strengthen your position as a leader in your industry, with your current and future customers!

## Visitors Profile

Hundreds of participants, mainly Quebec arboriculture professionals and their families.



**ARBRE EN FÊTE,  
A STRATEGIC POSITIONING  
FOR COMPANIES THAT HAVE  
URBAN TREES AT HEART!**



## 2022 PARTNERSHIP PLAN

Besides reaping the benefits of *Arbre en fête*, increase your reach by becoming an **OFFICIAL SIAQ PARTNER** for 1 full year!



# OFFICIAL PARTNER AND PRESENTER

# \$7,500

Only 1 seat available

### GENERIC EXPOSURE

Presentation of your company as an “OFFICIAL SIAQ partner” with:

- A **banner** on the siaq.org website for 1 year (home page, hyperlink included).
- A **special newsletter** about your company and services sent to all SIAQ contacts (450 contacts).
- **All SIAQ newsletters** of the year (mention and logo).
- **All promotional material** of the SIAQ Annual Conference, a popular event held in the fall (daily program, newsletters, presentation, thank you posters, social media, etc.). (Mention and logo).

As well as:

- **1 annual SIAQ membership** (individual member, \$92 value).

### BEFORE THE EVENT

Your logo in predominance and mention as the “*Arbre en fête* PRESENTER” on:

- The **press release** launch event.
- All the ***Arbre en fête* and Championship promotional material** widely distributed throughout the SIAQ network and the host municipality (programs, posters, web ads, giant billboard, social media, etc.).
- The **SIAQ special *Arbre en fête* newsletters** (450 contacts).
- The ***Arbre en fête* and Championship sections** on the siaq.org **website**.
- The promotional campaign on **Facebook**.

As well as:

- Possibility of attaching an **advertisement** (flyer, brochure, etc.) to the participant’s digital kit (provided by the sponsor).

### DURING THE EVENT

- **Promotional posters and banners** displayed on the event site (provided by the sponsor).
- Your logo in predominance on the **official T-shirt** of the event at the heart and on the back.
- **Opening and closing speeches** of the Tree Pruners Championship.
- **Mention** of your company as the PRESENTER of the event (on the microphone).
- Possibility of giving a **door prize** or organizing a draw (prize provided by the sponsor).
- **Free double booth with tent** (minimum value \$1,500).

Link your image with an innovative event and be seen by all *Arbre en fête* participants thanks to maximum exposure on-site!



# PLATINUM PARTNER

4 seats available

**\$3,000**  
OR MORE DEPENDING  
ON THE CHOSEN  
ACTIVITY\*

## BEFORE THE EVENT

Your logo in predominance as the “*Arbre en fête* PLATINUM partner” on:

- The **press release** launch event.
- All the *Arbre en fête* and Championship **promotional material** widely distributed across the SIAQ network of the host municipality (programs, posters, web ads, giant billboards, social media, etc.).
- The SIAQ special *Arbre en fête* **newsletters** (450 contacts).
- The *Arbre en fête* section on the siaq.org **website**.
- The promotional campaign on **Facebook**.

As well as:

- Possibility of attaching an **advertisement** (flyer, brochure, etc.) to the participant’s digital kit (provided by the sponsor).

## DURING THE EVENT

- Your logo on the **official T-shirt** of the event.
- **Mention** of your company as the PLATINUM partner of the event (on the microphone).
- **Free double booth with tent** (minimum value \$1,500).

Present the activity of your choice for maximum impact\*:

- **Promotional posters and banners** displayed on the event site (provided by the sponsor).
- Your logo on all of the activity’s **promotional material**.
- **Speech** during the activity and **mention** of your company as the PRESENTER of the activity (on the microphone).
- Possibility of giving a **door prize** or organizing a draw during your activity (prize provided by the sponsor).

\*Choose from the following activities: Masters Challenge, Friday Happy Hour, 25th Anniversary Evening Celebration (+ \$500), Winners’ Award (+\$500). See activity details on p. 8. Subject to availability. Maximum of one advertiser per activity.

Support an event aimed at recognizing tree specialists' excellence and position yourself as a partner in their success!



# CANOPY PARTNER

5 seats available

**\$1,300**  
OR MORE DEPENDING  
ON THE CHOSEN  
CHALLENGE\*

## BEFORE THE EVENT

Your logo in predominance as the “**Arbre en fête CANOPYPARTNER**” on:

- All the **Arbre en fête and Championship promotional material** widely distributed across the SIAQ network of the host municipality (programs, posters, web ads, giant billboards, social media, etc.).
- The SIAQ **special Arbre en fête newsletters** (450 contacts).
- The **Arbre en fête** section on the siaq.org website.
- The promotional campaign on **Facebook**.

## DURING THE EVENT

- Your logo in predominance on the **official T-shirt** of the event.
- Mention of your company as the CANOPY partner of the event (on the mic).
- **Free booth** (minimum \$525 value).

Present the challenge of your choice and position yourself as a leader in your sector:

- **Promotional posters and banners** displayed on the event site (provided by the sponsor).
- Your logo on all of the challenge's **promotional material**.
- **Speech** during the challenge and **mention** of your company as the challenge PRESENTER (on the mic).
- Possibility of giving a **door prize** or organizing a draw during your challenge (prize provided by the sponsor).

*\*Choose from the following challenges: Throwline, Speed Climb, Ascent Event (+\$100), Aerial Rescue (+\$500), and Work climb (+\$700). See challenge details on p. 9. Subject to availability. Maximum of one advertiser per challenge.*

*A unique opportunity  
to develop your market!*



# SAMARA PARTNER

**\$650**

## BEFORE THE EVENT

Your logo in predominance as the “**Arbre en fête SAMARA PARTNER**” on:

- All the **Arbre en fête and Championship promotional material** widely distributed throughout the SIAQ network and the host municipality (programs, posters, web ads, giant billboard, social networks, etc.).
- The **Arbre en fête** section on the siaq.org website.

## DURING THE EVENT

- Your logo in predominance on the **official T-shirt** of the event.
- **Mention** of your company as the SAMARA partner of the event (on the microphone).
- **Promotional posters and banners** displayed on the event site.  
(Location to be confirmed with the organization depending on the availability. Material provided by the sponsor).

ARBRE EN FÊTE 2022

# POPULAR ACTIVITIES

Only PLATINUM partners have the opportunity to present one of the following activities.\*



## Masters Challenge

The ultimate Championship challenge

The Masters Challenge is intended to judge the overall effectiveness of a participant. They must demonstrate their mastery of climbing techniques, safe use of their equipment, etc. It is at the end of this highly anticipated challenge that the winners of the Championship are crowned. We then proceed with the trophy presentation, which draws *Arbre en fête* to an end.

## Friday Happy Hour

Casual Networking

Aimed at stimulating exchanges and discussion among Quebec's arborist community, the Friday Happy Hour was introduced in 2018, in a casual atmosphere that encourages conversation. By popular demand, this perfect networking event will return in 2022 for Championship competitors to enjoy!



## Winners' Award

The highly coveted prize

The ultimate reward for our two winners: a monetary grant of \$1,500 each for the winners to cover their participation fees at the International Competition (ITCC).



## 25th Anniversary Evening Celebration

The concept of this evening is to "give room for conversation." The Championship participants meet at the end of a colourful day to discuss the day's events and to celebrate *Arbre en fête* in a festive and casual setting.



\*Subject to availability. Maximum of one advertiser per activity.



# THE CHALLENGES

Only Canopy partners may present one of the five Championship Challenges.\*



## Work climb

Work climb measures the participant's ability to move through a tree with a rope. They must move through the tree's crown and reach different workstations and then move down the tree safely.

## Speed Climb

Speed Climb assesses the participant's ability to climb a tree to a height of approximately 18 metres using a cable. The participant must reach and sound a bell located at the treetop. The fastest to get there wins.



## Aerial Rescue

Aerial Rescue is a challenge that measures the participant's ability to rescue an injured tree pruner from a tree. A mannequin (the victim) is installed more than 8 metres above the ground. The participant must go up the tree to reach the victim and come back down within the allotted time.

## Ascent Event

The Ascent Event challenge assesses the participant's ability to safely and effectively use an approved climbing system. It assesses the climber's effectiveness in attaching a climbing system to the access rope, climbing to a bell and transferring to a descent system.

## Throwline

The Throwline challenge assesses the participant's ability to throw and place a rope in a tree at a height of 16 to 18 metres. The participant tries to hit a target by throwing a small rope with a throwing bag.



*\*Subject to availability. Maximum of one advertiser per challenge.*

# À LA CARTE OPTIONS

Companies interested in presenting an à la carte\* option can do so with cash or goods and services. Contact us for more details!



\$1,500

## Tree Donations

Give visitors the opportunity to leave with a tree to plant at home. A gift that will allow them to contribute to making their city greener while keeping a lasting memory of your business!



\$1,500

## Main Tent

Offer participants, volunteers, and visitors, a place to rest, meet, and have a bite to eat in total comfort. The ultimate meeting point for the event!



\$1,000

## Fun climb

A recreational activity to learn about different climbing techniques. Kids and adults alike can enjoy climbing trees with the help of adapted equipment that makes it easier to practise.



\$1,000

## Boom Truck Rides

The opportunity to climb to the top of a majestic tree in a pod. With the help of an experienced technician, you can admire the landscape from a whole new perspective.



\$2,500

## Volunteer Meals

Support and thank *Arbre en fête* volunteers! They work very hard on the site and will be happy to have a delicious refreshing meal offered during the event.



\$1,500

## Winner Prizes\*

Be honoured to present your prizes (equipment and supplies of your choice) to the Championship finalists at the trophy presentation.

*Sponsorship subject to approval from higher level partners. Only one partner per industry is allowed to award a prize to the winners.*

# EXPOSURE CHART

The partner logos will be presented in order of importance, from the largest to the smallest, depending on the chosen level.



	PRESENTER	PLATINUM	CANOPY	SAMARA
<b>GENERIC EXPOSURE</b>				
Banner on the siaq.org website for 1 year	X			
Special newsletter: Presentation of your company and services	X			
SIAQ newsletter for 1 year	X			
All promotional material at the Annual Conference	X			
1 annual SIAQ membership	X			
<b>BEFORE THE EVENT</b>				
Launch press release	Mention + logo	X		
All the Arbre en fête and Championship promotional material	Mention + logo	X	X	X
The SIAQ special <i>Arbre en fête</i> newsletters	Mention + logo	X	X	
The SIAQ special <i>Arbre en fête</i> newsletters	Mention + logo	X	X	X
Promotional campaign on Facebook	Mention + logo	X	X	
Advertising in the participant's digital kit	X	X		
<b>DURING THE EVENT</b>				
<b>Promotional posters and banners:</b>				
• On the event site, without restriction	X			
• On the site of the selected activity		X		
• On the site of the selected challenge (during the challenge)			X	
• On the event site, place subject to approval				X
<b>Your logo on the official event T-shirt</b>	2 stamps	X	X	X
<b>Opening and closing Championship speeches</b>	X			
<b>Mention of your company on the mic as a partner</b>	X	X	X	X
<b>Presentation of a door prize/a draw (optional)</b>	During the Championship	During the Championship	During the Championship	
<b>Complimentary Booth</b>	Double 10 x 10 booth with a tent	Double 10 x 10 booth with a tent	Single booth	
<b>Logo on the promotional material of the selected activity or challenge</b>		X	X	
<b>Speech and mention at the selected activity or challenge</b>		X	X	

# ABOUT SIAQ

*The Société internationale d'arboriculture Québec. (SIAQ) is a group of professionals dedicated to tree care and preservation.*

SIAQ is a local section of the *International Society of Arboriculture*, an international organization with more than 24,000 members in more than 33 countries.

SIAQ maintains privileged links in the French-speaking world, among others with the *Société Française d'Arboriculture*, the *Swiss Tree Care Association* and *Arboresco* (Belgium). SIAQ is also a founding member of *Québec Vert*.

Its mission is to encourage a greater appreciation of trees, promote research, technology, and the professional practise of arboriculture.

SIAQ.ORG    



**For questions or more details:**

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