



## **Sponsorship Opportunities in The National Forest**

The National Forest is the largest environmentally led regeneration project ever undertaken in the UK. We are creating a vast new forest for the nation, across 200 square miles of the heart of England, covering parts of north-west Leicestershire, south Derbyshire and Staffordshire.

Since 1995 woodland cover over this area has increased from 6 to 18.4% and 7.8 million trees have been planted. 6,230 hectares of new forest has been created and 87% of tree planting has been broadleaf (primarily oak, ash, silver birch) and 13% conifer. 345,000 children have enjoyed environmental education and 175,000 people have been involved in Forest related events. 8,000 people have taken part in our Plant a Tree scheme. There were nearly 8 million visitors to the Forest in 2009 (latest research figures) generating £286million in to the local economy. 10 million people (16% of the population of the United Kingdom) live within 1.5 hours drive of the Forest.

### **Sponsorship costs and benefits**

It costs us in the region of £20k per hectare to develop new woodland, this includes the cost of land, high quality on-going management and maintenance of woodland - and normally we seek £5k + vat per hectare from a private sector sponsor. This equates to approximately 1 hectare of new woodland created and 2000 trees planted - mixed native broadleaf e.g. English oak, ash, silver birch and other native species depending on the site requirements.

We are about to develop new sites in The National Forest in Staffordshire and north west Leicestershire. All are strategically important, linking to existing woodland and bringing the woodland cover even closer to local populations. There are woodland plots of various sizes so there should be something to suit any budget. For example

3 hectares at £15k plus vat (6000 trees +),

6 hectares at £30k plus vat (12,000 trees +)

and various larger plots

16 hectares at £80,000 plus vat (20,000 trees+ parkland)

50+ hectares at £250,000 plus vat (60,000 trees+ parkland)

Prices are subject to VAT and payments can be spread over 3 -5 years, depending on the size of woodland created.

Benefits include:

### **Employee/Stakeholder Involvement - Tree Planting Events**

We offer an event for each year of the sponsorship and these can either be planting events during the season November to March or walks/education/woodland management events during summer months, with NFC staff including foresters, as appropriate. Each event can accommodate up to 50 participants. We will arrange for a professional photographer to attend and provide you with a CD of images for you to use in your own publications. The costs of delivering events will be met by The National Forest Company with the exception of travel to and from the site, refreshments or other additional activities requested by you.

### **Licence to use the National Forest Logo**

You will be licensed to use the Supporting The National Forest or Working in Partnership with The National Forest logo on your own communications and a range of artwork is provided free of charge. The licence is valid for the duration of the sponsorship, subject to compliance with the logo guidelines and terms of sponsorship contract.

### **Media Support**

You will receive the assistance of our Press Officer to create a media campaign, and access to our library of forest images, to enhance media coverage of the sponsorship. A feature can be released on the sponsors' page of our website and we can publish a story about your involvement in The National Forest Magazine, Forest Scene, (circulation 10,000, and readership 15,000). Copies are sent to supporters of The National Forest from across the country and distributed to Visitor Attractions and Tourist Information Centres across the forest in Staffordshire, Derbyshire and Leicestershire

### **A beautifully designed site with local consultation**

We will create woodland designs suited to the local area taking into account natural landscape and character, access for the public, biodiversity interests, and heritage and archaeological features. We will also consult local people. We source the appropriate native trees, taking into consideration site requirements, climate change and other best advice. We employ skilled contractors to plant and protect the trees e.g. as appropriate, with tree tubes or rabbit fences if required.

### **Natural Woodlands and a sign acknowledging your support**

We are creating natural woodlands so we do not put plaques on trees or mark them in any way and signage is kept to an absolute minimum for public information and benefit. That said, for a larger sponsorship 10ha+ we would acknowledge support with a specially commissioned green oak framed interpretation sign.

### **Public Access to the site**

The sites created will have public access which means your colleagues (stakeholders/clients/employees) can visit to see the woodland grow and flourish over the years, including after the completion of the sponsorship agreement, free of charge.

## **Fundraising Protocol**

The National Forest Head of Sponsorship is a full member of the UK Institute of Fundraising and in all things we are honest, open about arrangements and do what we say we will do. Our fundraising is available as a download.

## **Other opportunities to support – environmental education**

Besides woodland creation there are many other projects available to sponsor including new visitor attractions, environmental education, events in the forest, tree schemes, active health campaigns and many more.

If you have an interest in supporting The National Forest please ring the Head of Fundraising to discuss your business objectives and what you would like to achieve from a partnership with the National Forest Company.

Contact:

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