



PLT ANNUAL CONFERENCE ROOTS FOR THE FUTURE



MARCH 23-26
LIED LODGE AT
ARBOR DAY FARM, NEBRASKA



SPONSORSHIP PROSPECTUS

WHY SPONSOR THE CONFERENCE?

2026 marks **50 years of Project Learning Tree® (PLT)** - a half-century of inspiring educators, engaging students, and advancing forest literacy across the globe. This year's Annual Conference will be unlike any other: a celebration of PLT's legacy and a launchpad for its next 50 years through the *Roots for the Future Campaign*.

Your sponsorship will connect you with more than **150 education leaders, natural resource professionals, and corporate sustainability champions**, while positioning your organization as a **partner in PLT's historic 50th anniversary**. The impact of this support will be felt immediately within communities as educators begin to use nature-based learning to teach and inspire young people to pursue green careers.

Your sponsorship will help deliver:

- Dynamic speakers
- Special 50th Anniversary celebrations
- Invaluable networking opportunities
- Thought-provoking sessions by one of North America's leading nature-based education providers.

COLLECTIVELY, WE REACH OVER
11,000 EDUCATORS
AND AN ESTIMATED
1.6 MILLION
STUDENTS PER YEAR



"The Project Learning Tree network is fantastic. I've never seen such enthusiastic people. I love seeing everyone there sharing ideas, and that way, the network really becomes expanded."

- Karen O., Lecturer, University of Texas at Austin., PLT Education Operating Committee Member



ABOUT PROJECT LEARNING TREE

- Founded in 1976, PLT is celebrating 50 years of transforming how young people understand and engage with the natural world.
- Active in 49 states, Canada, Chile, Japan, and Mexico, we train more than 11,000 educators annually through over 600 workshops.
- Since our founding, PLT-trained educators have reached more than 140 million students nationwide.
- Trainings are delivered through partnerships with nonprofits, natural resource agencies, colleges, and universities.
- Our award-winning, **nature-based curriculum** has received multiple Teacher's Choice awards.
- PLT's **lifetime-of-learning model** sparks early curiosity, builds forest literacy, and opens pathways into green careers – ensuring every young person has access to quality environmental education.



WHAT IS NATURE-BASED LEARNING?

Nature-based learning immerses children in the natural world, using trees, forests, and other elements of nature as pathways for discovery. While it often takes place outdoors, nature-based learning can also be integrated into the classroom and built environments. At a time of declining academic performance, studies confirm that outdoor learning strengthens students' physical well-being, social development, and academic achievement.

For 50 years, PLT has advanced environmental education, forest literacy, and green career pathways, using trees and forests as windows on the world.

ROOTS FOR THE FUTURE

Your support of the 2026 PLT Annual Conference contributes directly to PLT's **Roots for the Future Campaign** – five-year initiative to scale environmental education, strengthen educator networks, and cultivate future green workforce leaders.

By sponsoring during PLT's 50th anniversary, your organization will be recognized as a **campaign partner** helping launch PLT into its next era of growth, innovation, and measurable impact. This will include recognition past the close of the PLT Conference through social media, the PLT website, print publications, and related communication pathways.

"Through Project Learning Tree, you're empowering people to take action, to do something for their neighborhood. And while you're doing it, you're learning all kinds of other things—math, social studies, history, science, and writing."

– Emerson H., High School Student, Furr High School, Houston, Texas

FOREST: \$10,000



OUR FOREST SPONSORS WILL EACH BE THE EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING:

KEYNOTE

Attendees will hear from a thought leader in the environmental education and STEM space. The keynote speaker's messages will form the basis of many conversations throughout the conference.

PLT WELCOME DINNER

Your sponsorship will enable us to host a fantastic dinner for all attendees. Our PLT dinner is the most popular, well-attended networking event of the conference. As a Forest sponsor, you will be the only sponsor recognized throughout the course of the evening.

FOREST FIELD EXPERIENCE

Your sponsorship will enable participants to enjoy a special field experience, touring the Lied Lodge at Arbor Day Farm.

EVERY FOREST SPONSOR RECEIVES:

- Exhibitor Table (1)
- Complimentary Registrations (2)
- Literature in conference attendee registration bags (2)
- Recognition in state-wide press release
- 2-minute promotional video posted on conference website
- Logo and virtual booth in conference app
- Organizational write-up on conference website
- Verbal recognition during event
- Written recognition during event
- Logo on conference website
- Giveaway items in registration bags
- Recognition in PLT's e-Newsletter: *The Branch* with organizational write-up

CLOSING DINNER CELEBRATION

Help us close the conference on a high note and get recognized as the unique sponsor for this final celebration.



STAND: \$7,500



OUR STAND SPONSORS WILL EACH BE THE EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING:

AWARDS LUNCHEON

The awards luncheon is a festive celebration that recognizes the Project Learning Tree partners and educators that go above and beyond in their dedication to environmental education. Be recognized as the unique sponsor behind this special luncheon.

NETWORKING LUNCHES (2)

Be recognized as the sponsor of one of our networking lunches.

EVERY STAND SPONSOR RECEIVES:

- Exhibitor Table (1)
- Complimentary Registrations (2)
- Literature in conference attendee registration bags (2)
- Recognition in state-wide press release
- Organizational write-up on conference website
- Logo and virtual booth in conference app
- Verbal recognition during event
- Written recognition during event
- Logo on conference website
- Giveaway items in registration bags
- Recognition in PLT's e-Newsletter: *The Branch*



TREE: \$5,000



OUR TREE SPONSORS WILL EACH BE THE EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING:

NETWORKING BREAKS (3)

Get recognized as the unique sponsor of a coffee and networking break with signage near the coffee stations and verbal recognition from the stage.

BONFIRE PIZZA NIGHT

We will close out the final day of programming with an optional bonfire pizza night to bring everyone together one last time and celebrate all the amazing learnings from the week.

PLENARY SESSIONS (2)

In addition to the opening and closing ceremonies, there will be multiple plenary sessions throughout the conference where all event attendees will assemble to hear from and ask questions of leaders in education.

EVERY TREE SPONSOR RECEIVES:

- Exhibitor Table (1)
- Complimentary Registrations (1)
- Logo in conference app
- Verbal recognition during event
- Written recognition during event
- Logo on conference website
- Giveaway items in registration bags
- Recognition in PLT's e-Newsletter: *The Branch*



SAPLING: \$3,000



OUR SAPLING SPONSORS WILL EACH BE THE EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING:

MORNING BREAKFAST (3)

Get recognized as the sponsor of one of our morning breakfast buffets.

HOSPITALITY SUITE (3)

You will be recognized as a unique sponsor of one of our evening Hospitality Suites, which is a networking and fun social event for our attendees.

ATTENDEE GIFTS (MULTIPLE)

Get recognized as the sponsor of an attendee gift (or supply your own branded merchandise for our registration gift bags distributed to all attendees).

CONCURRENT SESSIONS (MULTIPLE)

Get recognized as the unique sponsor of a concurrent session where event attendees will hear from and ask questions of leaders in education.

EVERY SAPLING SPONSOR RECEIVES:

- 50% discount on 1 registration
- Logo in the conference attendee app
- Verbal recognition during event
- Written recognition during event
- Logo on conference website
- Giveaway items in registration bags
- Recognition in PLT's e-Newsletter: *The Branch*



SPROUT: \$1,500



OUR SPROUT SPONSORS WILL EACH BE THE EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING:

REGISTRATION BAG

Contribute a fun swag item to the attendee registration bags and get visibility for your sponsorship directly in the hands of attendees.

PLT STATE LEADER ATTENDANCE SUPPORT (UNLIMITED)

Support toward providing scholarships for PLT State Coordinators to attend the conference.

EVERY SPROUT SPONSOR RECEIVES:

- Verbal recognition during event
- Written recognition during event
- Logo on conference website
- Recognition in PLT's e-Newsletter: *The Branch*

SEED: \$500

OUR SEED SPONSORS WILL BE RECOGNIZED AS ONE OF THE FOLLOWING:

GENERAL SUPPORT

Support for the overall event.

EVERY SEED SPONSOR RECEIVES:

- Written recognition during event
- Logo on conference website
- Recognition in PLT's e-Newsletter *The Branch*



APPLICATION FOR SPONSORSHIP



Please complete the sponsorship application form at:

<https://tinyurl.com/ystex6dc>



FOR ANY QUESTIONS, PLEASE CONTACT:

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Phone: **202-765-3609**



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