



# PARTNERSHIP PLAN

## A FOUR-PART EVENT

Quebec Tree Climbing  
Championship

Tools and Equipment  
Exhibition

Information Booths

Fund Family Activities



September 27 to 29, 2024  
Morgan Arboretum | McGill University  
in Sainte-Anne-de-Bellevue

siaq.org 

Organised by :



QUEBEC TREE CLIMBING CHAMPIONSHIP 2024



## THE ONLY EVENT OF IT'S KIND IN QUEBEC

The **Quebec Tree Climbing Championship** 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.

### The Quebec Tree Climbing Championship

The **Quebec Tree Climbing Championship** is a tree skill and movement competitions. 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

The **Quebec Tree Climbing Championship** 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 the **Quebec Tree Climbing Championship** 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 the **Quebec Tree Climbing Championship** 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

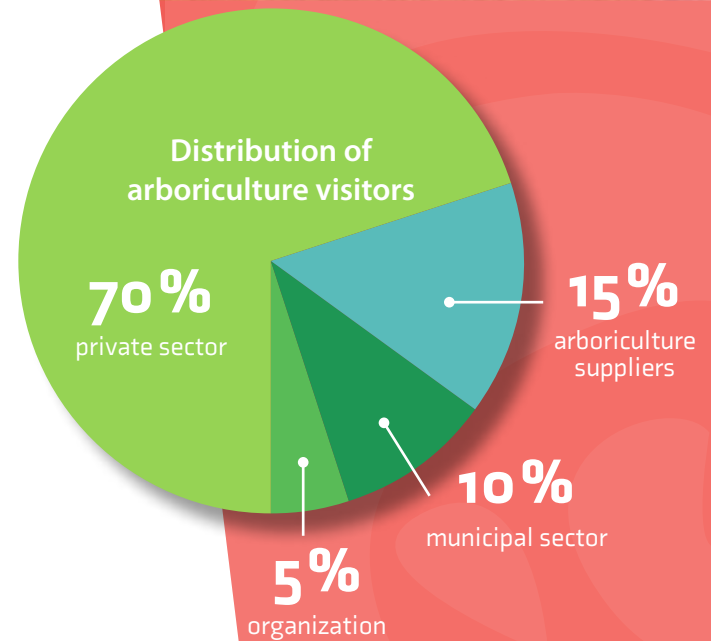
## Visitors Profile

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



## QUEBEC TREE CLIMBING CHAMPIONSHIP,

*a strategic positioning for companies that have urban trees at heart!*



Besides reaping the benefits of the Quebec Tree Climbing Championship, 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, \$95 value).

## BEFORE THE EVENT

Your logo in predominance and mention as the « **Quebec Tree Climbing Championship PRESENTER** » on :

- The press release launch event;
- All the **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 Tree Climbing Championship newsletters** (+450 contacts).
- The **Tree Climbing 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.
- Possibility of giving a **door prize** or organizing a draw (prize provided by the sponsor).
- **Free double booth with 10 x 10 tent** (minimum value \$1,500).

Link your image with an innovative event and be seen by all Quebec Tree Climbing Championship participants 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 “Quebec Tree Climbing Champonship PLATINUM partner” on:

- The press release launch event.
- All the **Quebec Tree Climbing Champonship promotional material** widely distributed across the SIAQ network of the host municipality (programs, posters, web ads, giant billboards, social media, etc.).
- The SIAQ special **Quebec Tree Climbing Champonship** newsletters (+450 contacts).
- The **Quebec Tree Climbing Champonship** 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.
- **Free double booth** with 10 x 10 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 (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 (+ \$500), Friday Happy Hour, Saturday Evening Celebration, 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  
ACTIVITY\*

### BEFORE THE EVENT

Your logo in predominance as the “Quebec Tree Climbing Championship CANOPYPARTNER” on:

- All the **Quebec Tree Climbing Championship 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 Quebec Tree Climbing Championship newsletters (450 contacts).
- The Quebec Tree Climbing Championship 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.
- **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.
- Possibility of giving a **door prize** or organizing a draw during your challenge (prize provided by the sponsor).

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

A unique opportunity  
to develop your market!



# SAMARA PARTNER

\$200 to \$650

## \$650

- Your logo on the **official T-shirt** of the event.;
- Mention of sponsor on Championship website
- **Promotional posters or banners** displayed on the event site.  
(Location to be confirmed with the organization depending on the availability. Banner provided by the sponsor).

### BEFORE THE EVENT

Your logo as the **“Quebec Tree Climbing Championship SAMARA PARTNER”** on:

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

### DURING THE EVENT

- Your logo on the **official T-shirt** of the event.
- **Promotional posters or banners** displayed on the event site.  
(Location to be confirmed with the organization depending on the availability. Banners provided by the sponsor).

## \$450

### DURING THE EVENT

- Your logo on the **official T-shirt** of the event.
- Your logo on the **official event banner**.

## \$250

### DURING THE EVENT

- Your logo on the **official T-shirt** of the event.

# POPULAR ACTIVITIES

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



## Masters Challenge

The ultimate Championship challenge

**\$3500**

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 to an end of the **Quebec Tree Climbing Championship**.

## Friday Happy Hour

Casual Networking

**\$3000**

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 this year for Championship competitors to enjoy!



## Winners' Award

The highly coveted prize

**\$3500**

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).



## Saturday Celebration

**\$3000**

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 in a festive and casual setting. Preliminary results are announced, and medals are awarded for individual events.



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



# THE CHALLENGES

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



## Workclimb

\$2000

Workclimb 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.

## Workclimb 2

\$2000

The *Workclimb 2* measures the participant's ability to move around a tree using a working rope. This is the same event as Workclimb 1, but with a different configuration.



## Aerial Rescue \$1800

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

\$1400

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

\$1300

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.*

*Other options are also available. 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!



1 000 \$

## 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.



2 000 \$

## Main Tent

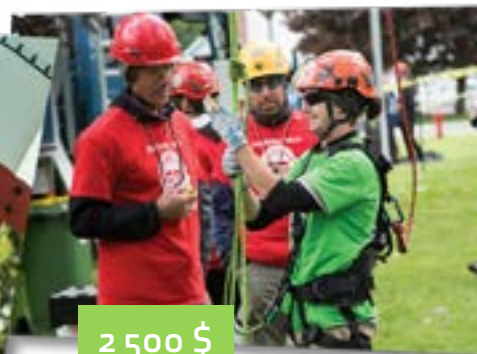
Offer participants, volunteers, and visitors, a place to rest, meet, and have a bite to eat in total comfort. The ultimate meeting point for the event!



1 500 \$

## Aerial Lift Rides

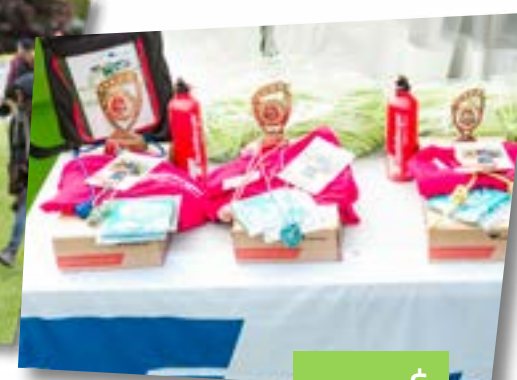
The opportunity to climb to the top of a majestic tree in a pod. With the help of an experienced technician, you can admire the landscape from a whole new perspective.



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



2 000 \$

## 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 \$7500	PLATINUM \$3000 OR MORE	CANOPY	SAMARA 1 \$650	SAMARA 2 \$450	SAMARA 3 4250
<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 Quebec Tree Climbing Championship promotional material	Mention + logo	X	X	X <sup>†</sup>		
The SIAQ special QTCC newsletters	Mention + logo	X	X			
SIAQ Web site, QTCC Section	Mention + logo	X	X	X <sup>†</sup>		
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		
• On the event banner	X	X	X	X	X <sup>†</sup>	
<b>Your logo on the official event T-shirt</b>	2 spots	X	X	X <sup>†</sup>	X <sup>†</sup>	X <sup>†</sup>
<b>Opening and closing Championship speeches</b>	X					
<b>Presentation of a door prize/a draw (optional)</b>	During the championship	During the activity	During the event			
<b>Complimentary Booth</b>	Double booth with a 10 x 10 tent	Double booth with a 10 x 10 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			

<sup>†</sup> Depending on the of sponsorship offered

## ABOUT THE SIAQ

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

The SIAQ is a local chapter of the International Society of Arboriculture, an international organization with more than 24,000 members in more than 35 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). The 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 practice of arboriculture.



SIAQ.ORG    



**For questions or more details:**

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