

# Discovering the Canopy

4th International Course  
in Canopy Access  
for Research and  
Conservation

Colombia • 2023



**2023 SPONSOR INVITATION**

# Discovering the Canopy

Led by arborists and academics from the USA and Mexico, this unique event takes place annually in Colombia, South America. Since 2016 we have trained more than 100 biologists and conservationists from 9 countries who now work to save endangered eagles, harvest seeds for reforestation, protect indigenous reserves from illegal logging, and much more.



## We reach for the sky by:

**Teaching biologists** from Latin America the art and science of canopy access so they can discover, document, and conserve biodiversity in tropical forests where they live and work.

**Conserving biodiversity** in tropical forests by enabling safe, intensive

study of this unique environment and its inhabitants.

**Fostering productive relationships** among the arboriculture industry, equipment suppliers, and the scientific community in the USA and Latin America.

**Introducing** the Latin American public to innovative techniques, equipment, and tools for tree

climbing, and increasing understanding of arboriculture.

**Changing lives and careers** by building self-awareness and confidence through partnerships in trees and teaching new job skills.

**Witness the power of trees in our 5-minute film, Reach for the Sky.**



The cost of attendance is out of reach for our students, who pay just 15% of the actual expense. Hosts Canopy Watch International and Fundación Alianza Natural Colombia can *only* plan this event with the support of an insightful and generous community. **You are that community.**



## Showcase your brand



with exclusive marketing assets from one of the most visually compelling environments on earth—the tropical rainforest. As part of your sponsorship package, you'll receive advertising and marketing images that can't be obtained anywhere else. Exclusive photos, videos, and logo placement provide best-in-class partnership unmatched in the arboriculture market.



**You love trees and climbing,  
so we're inviting you to sponsor  
Discovering the Canopy in 2023**

# Discovering the Canopy

## Sponsor benefits

	Harpy Eagle <i>Contact us</i>	Howler Monkey \$2,500 – 4,000	Scarlet Macaw \$1,500 – 2,500	Blue Morpho \$750 – 1,500	Jungle Seedling \$300 – 750
<b>Social media</b>					
Sponsor featured in Facebook and Instagram posts and tags before, during, and after event	Yes	Yes	Yes	Yes	
Sponsor logo in documentary video credits	Large	Large	Medium	Small	
Sponsor acknowledged in documentary video opening (one only)	Yes				
Video of student thanking individual sponsor	Yes	Yes			
<b>Event banners</b>					
Sponsor logo on all event banners	Large	Large	Medium	Small	Small
<b>Event jerseys</b>					
Choice of sponsor logo on sleeve (2 opportunities) or top back	Yes				
Sponsor logo on back		Large	Medium	Small	
<b>Digital photos from event</b>					
Non-exclusive, common-use photos	>25	20	15	10	
Exclusive photos available only for your use	>15	10			

## Sponsorship methods:

**Financial:** Any amount by direct deposit, check, or through our website, [www.canopywatch.com](http://www.canopywatch.com).

**In-kind:** New tree climbing equipment and tools for treework, pre-specified through joint agreement. Thanks to previous sponsors who gifted us with durable gear, our need for further in-kind support is minimal.

**Logistic:** We provide transportation, shipping, insurance, lodging, food, and photography so our students can fully engage in learning. Please contact us if you can contribute in one of these ways.

**Hybrid:** Combined financial (75%) and in-kind or logistic (25%) support.

**Become a Canopy Ally.** Every sponsor is unique. If you'd like to propose an alternative (with or without sponsor recognition), please contact us to tailor an option for your needs.



### Contact:

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*Canopy Watch is a 501(c)(3) nonprofit registered with the Internal Revenue Service. Donations are tax-deductible.*

## Climbers speak:



*To represent my country along with women from Argentina, Colombia, and Ecuador was incredible because we've formed a network of friends and future collaborators and researchers. This was the "plus" of the course, being able to take home new alliances.*

**— Vania Tejeda Gomez, Peru**

*I learned a lot about climbing but as a person, in my heart and soul—wow—it was a whole new level. I feel proud of my growth and I feel new confidence in myself. I didn't just discover the canopy, I discovered myself.*

**—Evelyn Araujo, Ecuador**

*This course taught me to develop my abilities, but more importantly it reaffirmed that you have to believe in yourself to accomplish any objective. I felt like I was in the right place at the right time doing what I needed to do.*

**—Carlos Altamar, Colombia**

*I believe that it is critical that we create a formal program for the study of canopy biodiversity in Latin America, and for that reason we need to continue with this training alliance.*

**—Juliana Cardona, Colombia**

# Discovering the Canopy

is co-hosted by



[visit website](#)



**Alianza Natural**

Unidos por la naturaleza

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