



## OLMSTED TREE SOCIETY

### **Tree Sponsorship Program of the Emerald Necklace Conservancy**

The Emerald Necklace is one of the only remaining intact linear parks designed by Frederick Law Olmsted, America's first landscape architect. This system of parks, approximately seven miles, was designed in the late nineteenth century to connect the Boston Common (1630) and the Public Garden (1837) to Franklin Park, known then as the “great country park.” Rarely does an urban environment combine the natural beauty of these parks with all of the cultural attractions of a city. Rarer still is to find our most historic and valued trees woven in and out of city streetscapes. We have Olmsted to thank for this amazing planned canopy we all benefit from and can now protect.

#### **Olmsted Tree Society**

The Olmsted Tree Society was founded in 2012 to create a sustainable tree protection, maintenance and planting program for the Back Bay Fens, The Riverway, Olmsted Park, Jamaica Pond, Franklin Park and the connecting parkways. The Olmsted Tree Sponsorship Program offers the opportunity to participate in the Society’s mission to support the continuing preservation and care of existing trees and planting of new trees with fertilization and watering. The comprehensive inventory and assessment is complete and the maintenance of the trees has begun.

Your tax-deductible contribution to the Olmsted Tree Society allows you to choose from a wide range of giving levels. We hope all park supporters will participate. For donations of \$5000 and above a plaque can be installed for a tree with a personalized inscription, if desired. Sponsorship can be renewed at the end of the term of the gift at the then current contribution level. The objective of the Olmsted Tree Society is to protect and regenerate the trees, tree canopy and parkway trees of the Emerald Necklace park system, and to educate citizens about their care and value to the urban landscape.

#### **Emerald Necklace Conservancy**

The Emerald Necklace Conservancy connects people and parks and conserves the Emerald Necklace through projects and programs to enrich the visitor experience and restore and renew the landscape, waterways and parkways. To steward the Emerald Necklace from Boston’s Back Bay through Brookline and Jamaica Plain to Franklin Park in Dorchester, the Conservancy works in collaboration with park owners and its many partners on advocacy, maintenance and restoration, education and access, and promoting park stewardship through volunteer and youth programs.

The Emerald Necklace Conservancy is a private non-profit organization founded in 1998 to help maintain, restore and protect the parks of the Emerald Necklace designed by Frederick Law Olmsted for all to explore, use and enjoy. Governed by a board of directors, its activities complement the longstanding initiatives of its public partners, the Boston Parks & Recreation Department, Brookline Parks and Open Space and the Massachusetts Department of Conservation and Recreation. With its public and private partners, dedicated staff and an ever-expanding cadre of volunteers the Conservancy is committed to preserving Olmsted’s historic legacy and ensuring that these parks continue to serve the common good for generations to come.

## Olmsted Tree Sponsorship Program

There are an estimated 29,000 trees in the Emerald Necklace. Of these trees, 7,000 trees have been inventoried for the conditions assessment phase of the project. Many of these trees are more than a century old. This program offers varying levels of support from sponsoring an existing tree to planting a new tree.

<b>Sponsorship Level</b>	<b>Contribution</b>	<b>Term</b>
Legacy Tree Care and Succession Plan (> 48" DBH)	\$25,000	15 years
Heritage Tree Care (32" to 48" DBH)	\$15,000	15 years
Plant a Park Tree (limited availability)	\$10,000	10 years
Mature Tree Care (15" to 32" DBH)	\$ 5,000	5 years
Plant a Parkway Tree	\$ 2,500	2 years

### Commemorative Plaques and Tree Tags

Contributions of \$5,000 or above can include a tree plaque, if desired. It will have the Latin and Common tree name, donor personalized inscription and year of donation. For newly planted park trees, donors have the option of a tree tag with personalized inscription and year of donation, to remain in place until the tree reaches 8", at which time a plaque bearing the same inscription can be installed, if desired.

For new park trees, the donor may request a specific planting location; however the final determination will be based on approved planting plans. At the end of the sponsorship period the donor has the opportunity to renew at the then current contribution level. Newly planted trees will be replaced once within two years of the original planting date if deemed necessary by the Conservancy and park owners.

### Thank you for your support.

If you have any questions or need more information please contact:

Susan Knight, Director of Development

617-522-2700 or [sknight@emeraldnecklace.org](mailto:sknight@emeraldnecklace.org)



**OLMSTED TREE SOCIETY**  
**Olmsted Tree Sponsorship Application**

**Applicant Information**

All applications are reviewed for appropriateness and subject to approval. *Please type or print legibly.*

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Cell \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Email \_\_\_\_\_

**Sponsorship Opportunities**

- |   |   |
|---|---|
| <input type="checkbox"/> \$25,000 Legacy Tree Care and Succession Plan – 15 years     | <input type="checkbox"/> \$5,000 Mature Tree Care – 5 years     |
| <input type="checkbox"/> \$15,000 Heritage Tree Care – 15 years                       | <input type="checkbox"/> \$2,500 Plant a Parkway Tree – 2 years |
| <input type="checkbox"/> \$10,000 Plant a Park Tree (limited availability) – 10 years |   |

**Yes!!** I/we would like to sponsor \_\_\_\_\_ for \_\_\_\_\_ term with a contribution of \$ \_\_\_\_\_

**Proposed Text for Optional Plaque or Tree Tag** (applicable only for donations of \$5,000 or above)

Maximum of 60 characters – reviewed for appropriateness and subject to approval; no logos, birth or death dates. Please include spaces and punctuation in the count.

**Park or Parkway Location** (Please indicate if you have a park or parkway preference and we will make every effort to honor your request):

- |  |                                       |  |  |
|--|---------------------------------------|--|--|
| <input type="checkbox"/> Back Bay Fens | <input type="checkbox"/> Olmsted Park | <input type="checkbox"/> Franklin Park | <input type="checkbox"/> Parkways: please indicate 1st, 2nd or 3rd choice: |
| <input type="checkbox"/> Riverway      | <input type="checkbox"/> Jamaica Pond | _____ Arborway                         | _____ Riverway _____ Jamaica Way   |

**Payment**

If payment has not been made, **please make your check payable to: Olmsted Tree Society**

Mail to: Olmsted Tree Society, Emerald Necklace Conservancy, 125 The Fenway, Boston, MA 02115

For credit card payments, please contact the Conservancy office at 617-522-2700. Thank you.

Emerald Necklace Conservancy is a tax-exempt 501 (c) 3 charitable organization.

Donations are tax-deductible to the full extent of the law.

**I have read, fully understand, and agree to abide by the Olmsted Tree Society Sponsorship Program Policies** (see reverse).

My signature below indicates that I have read this document in its entirety, and understand that:

- The Emerald Necklace Conservancy administers this program. Park owners, in collaboration with the Conservancy, make all final decisions, including but not limited to availability, planting location and species based on approved planting plans.
- All language used on recognition plaques and tree tags are subject to approval by the park owners.
- As a tax-deductible donation, all donated items are, or become, the property of the City of Boston Parks and Recreation Department, the Town of Brookline, or the Commonwealth of Massachusetts and will be maintained according to the policies and priorities of the Emerald Necklace Conservancy and the public authority on whose property the tree is located.

Signature of Donor: \_\_\_\_\_ Date \_\_\_\_\_

For more information, please contact: Susan Knight, Director of Development, [sknight@emeraldnecklace.org](mailto:sknight@emeraldnecklace.org) or 617-522-2700



### **Olmsted Tree Society Sponsorship Program Policies**

This policy is designed to enable stewards of the Emerald Necklace Park System and park users in general to support the Olmsted Tree Society through tax-deductible contributions.

- Sponsorship may be renewed at the end of the term. It is the responsibility of the sponsor to keep the Conservancy informed of their contact information.
- Complete funding for the donation must be processed before the commencement of any work. The current donation levels are stated herein. These amounts are adjusted periodically.
- New park trees will be replaced once within two years of the original planting date if deemed necessary by the Conservancy and park owners at no cost to the donor.
- Standardized language for the tree plaque or tree tag will include the genus, species and common name of the tree, the name of the donor, year of donation and a tribute to honor or remember someone or to celebrate an occasion.
- Logos and birth or death dates are not permitted on plaques or tree tags.
- The Conservancy and park owners will coordinate the timing and installation of plaques and tree tags.
- The Conservancy will replace a park tree recognition plaque or tree tag one time if it is damaged or stolen. The cost of any subsequent replacement plaques or tree tags will be the financial responsibility of the donor and must be coordinated through the Conservancy.
- Terms of the sponsorship are noted on the application. Terms and sponsorship contribution levels are subject to change.
- All donated items are, or become, the property of the City of Boston Parks and Recreation Department, The Town of Brookline, or the Commonwealth of Massachusetts.
- This policy does not supersede the regulations or ordinances of any Commonwealth of Massachusetts, City of Boston, or Town of Brookline regulating authority.

### **Contact**

For more information, or if you have questions:

Susan Knight, Director of Development, [sknight@emeraldnecklace.org](mailto:sknight@emeraldnecklace.org) or 617-522-2700