



Super Grow XLV Community Planting Signature Projects

Introduction

The National Football League Environmental Program has partnered with Texas Trees Foundation and the Texas Forest Service, in an effort to help address environmental impacts associated with the production of Super Bowl XLV. They seek to incorporate environmental principles into the management of their events where those principles are consistent with sound business practices.

In partnership with the National Football League Environmental Program, the North Texas Super Bowl XLV Committee and Texas Forest Service, Texas Trees Foundation will design and coordinate the community tree planting projects which include: one project in each of the 12 host cities that will lead to a Grand Finale tree planting project located on or near the Cowboy Stadium.

Participating Cities: Addison, Arlington, Dallas, Denton, Farmers Branch, Fort Worth, Frisco, Grapevine, Irving, Lewisville, Plano, and Richardson.

The community tree planting program provides each city with a “package” to develop a project on public lands in their communities. Local communities will select their planting locations (subject to guidelines) and are encouraged to consider school campuses and public parks as priority locations. Each community will have an assigned “coordinator” to oversee the project and provide technical assistance. Moore Tree Care has generously committed to providing support for the education outreach, technical guidelines and coordination/technical support to communities. Planting projects will be implemented throughout the fall and culminate with Arlington’s planting as the Grand Finale event on January 21, 2011.

There are a number of guidelines for the project, including:

- All trees must provide a visible public benefit (be planted in public spaces)
- Only native Texas tree species may be planted
- Each participating community must provide a minimum of \$3,000 match through direct or in kind services
- Host communities must agree to provide ongoing maintenance for the trees
- All the trees will be included in a database of "Super Bowl trees." (This NFL tree database also includes trees planted over the past six years in Miami, Detroit, Jacksonville, Tampa and Phoenix.)
- Incorporate volunteer participation if possible. (Scouts, church and business groups, schools, etc.)

Each community will be challenged to build upon their planting package to create friendly competition between communities and to increase the amount of in-kind donation needed for the Texas Forest Service’s \$50,000 challenge grant.



Super Grow XLV Grand Finale Project

The Grand Finale project will recognize the projects in the 12 host communities, the tree planting efforts for the new Cowboy stadium and the importance of trees for energy efficiency, clean air and water and the importance of trees as part of a community's infrastructure.

The Grand Finale planting project on January 21, 2011, will be hosted by the NFL Environmental Program, Texas Forest Service, City of Arlington, and Texas Trees Foundation. The Texas Trees Foundation, with their board of trustees, and in cooperation with the North Texas Super Bowl Host Committee will raise the funds for this special event where all 12 cities will come together for a ceremonial tree planting which will include representatives from the NFL, Dallas Cowboys, the North Texas Super Bowl Host Committee, and invited guests including national, state and local decision makers, major donors, corporate VIPs, and staff from participating cities. Each community will invite their representatives, including city council members, staff and volunteers. Texas Trees Foundation Board Members are also encouraged to invite friends, colleagues and business associates to celebrate the success of the Foundation and Super Grow XLV. We would also like to include the Boy Scouts of America, Circle Ten Council; SLANT 45, and Terrance Newman's Rising Stars.

Super Grow XLV Education and School Seedling Giveaway Projects

Introduction

To support the National Football League Environmental Program, Texas Trees Foundation is partnering with SLANT 45/Big Thought to provide 500 small tree liners to one school in each of the 12 host communities. SLANT 45 and the Texas Trees Foundation will partner to provide the trees, along with SLANT 45 program materials to a minimum of 6,000 youth to plant in honor of Super Bowl XLV. Each student will receive a certificate of understanding that they will sign promising to plant and care for their Super Bowl tree and instructions on how to plant the tree. In addition, they would be instructed on how to register their tree through the NFL tracking program to be tracked and quantified over time. The Texas Trees Foundation would also provide one educational presentation at each school about tree biology and the benefits of trees, planting and care. The Foundation will closely work with SLANT 45 to implement the project. These youth could also participate in the SLANT 45 Youth Day in February 2011 before Super Bowl XLV. The projects will be implemented throughout the fall.

Each School District will have the opportunity to decide which school would be eligible for participation. The selected school would determine the students (up to 500) that participate. Guidelines for each school include:

- Schedule with the Texas Trees Foundation and SLANT 45 a day for education
- Complete online registration for SLANT 45 and complete final statistics on behalf of the students
- Complete online registration for the NFL Environmental "Track A Tree" program
- Distribute SLANT 45 and Texas Trees Foundation materials to participating students at the end of the day that seedlings are delivered