WE PLAN, WE PLANT, WE EDUCATE, WE CELEBRATE

The Texas Trees Foundation award-winning program, Cool Schools, was formally launched with Dallas ISD in 2016. The goal of the program is to link indoor education to outdoor classrooms through “hands-on” learning, so no child is left inside. The Cool Schools program is built on research indicating that nature is essential for healthy childhood development. The Cool Schools program depends on collaboration and support from students, teachers, parents, and volunteers, and partners like YOU!

We need your help and support in leaving a greener, cleaner and cooler legacy for the children of today and the generations of tomorrow. Join us in our mission to create more outdoor learning areas in North Texas.

COOL SCHOOLS COMPONENTS

1. ESTABLISH A GREEN TEAM
   Form sustainable working groups (“Green Teams”) to organize and implement environmental projects at each school.

2. CREATE LANDSCAPE DESIGN PLAN
   Establish a hands-on environmental learning area and amenities on school grounds.

3. EDUCATIONAL PROCESS
   Teach students about ecosystems and importance of trees through STEM-based/TEKS-certified curriculum, with training and resources for teachers.

4. PLANTING DAY(S)
   Demonstrate environmental stewardship with proper tree planting and maintenance techniques through planting days with partners, volunteers, teachers and students.

5. CELEBRATION DAY
   Integrate community support and ownership of the project with celebratory activities.

6. MAINTENANCE
   Texas Trees follows-through with tree watering until the trees are established.

7. MEASURING OUTCOMES
   Advance the ecological integrity and tree canopy of the neighborhood and city while providing measurable results of the environmental impact over time.
PARTNERSHIP BENEFITS
The Texas Trees Foundation understands the importance of return on investment for supporting programs like Cool Schools, so we offer a triple bottom line ROI certificate of participation for partners to report for their sustainability and CSR initiatives.

COMMUNITY IMPACT
Cool Schools are an investment in our children’s health, education, and overall quality of life based on research. This program also impacts our community schools, neighborhoods and cities’ environments and resident’s health.

CORPORATE BRANDING AND VISIBILITY
Components of sponsorship investment include:
Speaking opportunities; Name and/or logo branding; Company recognition through marketing/media; Other opportunities based on specific needs.

EMPLOYEE ENGAGEMENT & TEAM BUILDING
Volunteer and Team Building opportunities for employees at tree planting events and celebration days, while also learning proper planting techniques for future volunteer opportunities or in their own personal lives.

PARTNERSHIP LEVELS
SPONSORSHIP – $35,000
- Landscape design and graphics
- Project coordination and launch
- School Green Team facilitation
- Trees and shrubs
- Curriculum, educational supplies and teacher training/Tree Trunk
- Planting/Celebration Day Planning, Coordination and Implementation

CO-BRANDING SPONSORSHIPS ARE AVAILABLE
Full sponsorship amount must be in place before a school project can be started.

ADDITIONAL AMENITIES SPONSORSHIPS
Many schools have needs or desires for add-on amenities making additional sponsorship opportunities available. Typical Cool School amenities are listed below with associated estimated costs. Specific amenities will be based on individual school design.

- Benches/Seating $4,000
- Labyrinth $5,000
- Amphitheater/Gazebo $8,000
- Council Ring $8,500
- Nature Discovery Play Equipment $11,000

For more information on sponsorship opportunities please contact Jack Bunning at jack@texastrees.org or (214) 953-1184 // texastrees.org