



# 2013 Partnership Proposal

Department of Natural Resources  
Milwaukee Brewers



## **Project Objectives**

1. Endorse the “*Root, Root, Root for the Brewers*” tree planting program for a third consecutive year.
2. Educate baseball fans and the public about the benefits trees provide during Earth Day, Arbor Day or Green Week activities.
3. Enrich partnerships with local businesses, communities and agencies.
4. Expand environmental values near Miller Park through planting a diversity of tree species.

## **Project Description**

### **Seedling distribution program**

- The Milwaukee Brewers purchase tree seedlings from the Wisconsin Department of Natural Resources for distribution to fans at a pre-determined baseball ball game. In previous years 7,000 seedlings were distributed. <http://dnr.wi.gov/topic/TreePlanting/order.html>
- The Wisconsin Department of Natural Resources individually packages each seedling and delivers to Miller Park on the designated date. Appropriate environmental messages would be printed on each seedling bag and provided for game day announcements or for use in printed material developed by the Brewers.
- The promotional date selected could highlight Arbor Day (April 26, 2013), Earth Day (April 22<sup>nd</sup>) or the Brewers’ Green Week.

### **Community tree planting project**

- The Milwaukee Brewers donate funds to purchase 150 landscape-sized trees for local communities near Miller Park. This quantity represents approximately one tree for every 20,000 baseball tickets printed.
- The Wisconsin Department of Natural Resources identifies participating communities, assists in determining the number of trees needed per entity, makes species recommendations and suggests bidding specifications to the Brewers.
- Communities receiving “*Root, Root, Root for the Brewers*” trees contribute planting, labor and maintenance costs along with media promotions and educational messaging.
- All trees would be planted in spring 2013.

## **Project Cost**

- WDNR 3-year old white spruce (recommended) costs \$334.00 per 1000 seedlings (plus tax) for counted orders. Shipping charges would be exempt.
- Landscape stock varies in price depending on species, caliper size, type of stock to be planted, availability and current market conditions.

## **Project Expansion Options**

The project described above represents maintenance of the 2011 and 2012 program. Opportunities exist to expand the partnership including:

1. Additional seedlings could be distributed at the selected game.
2. Additional planting sites could be identified within the Milwaukee area or elsewhere within the state.
3. Corporate sponsors could be sought to match the Brewers’ contributions to purchase more trees to plant.