



SFI-00001



TreeHugger Sponsorship Matrix

	\$25K	\$50K	\$100K
Content production	0	4 Articles 1 Video 1 Infographic	10 Articles 2 Videos 1 Infographic
Distribution of sponsored content <i>Your content published to treehugger.com and promoted on TH.com and via social media.</i>	6 pieces	12 pieces	Up to 30 pieces
Dedicated promotional spaces <i>Based on % of total promotional spaces available site-wide (estimated 350 million impressions).</i>	2%	4%	10%
Social media support	Included	Included	Included
Duration	3 months	6 months	1 year
Estimated value	\$35K	\$120K	\$350K

Examples of SFI content already published:

- SFI Content Stories:
 - [Going batty – why we need those spooky little creatures and what’s being done to save them](#) (Oct 28 – Halloween)
 - [Sierra Pacific & Partners Win SFI Leadership in Conservation Award for their work in reintroducing fishers in CA](#) (Oct 8 – SFI Annual Conference)
 - [Set new standards for your home—look for the SFI label](#) (Sept 16 – Retail Industry Leaders Association Conference)
 - [How forests help you out every day](#) (Sept 15 – CIF, WFC)
 - [How forest certification standards keep our drinking water clean](#) (Sept 13 – NASF Conference)
 - [Why 'SFI' is the label to seek in the grocery aisle](#) (August 19 – Grocery Manufacturers Association)
 - [10 questions to ask about wood and paper-based products](#) (WBCSD Article)
 - [7 ways to spot a healthy forest](#) (June 3 – Sustainable Brands)
 - [SFI teams plant more than 200,000 trees in 1 hour \(and that’s a record\)](#) (May 22 – Guinness Attempt)
 - [Are our kids out of the woods? Help them go 'screen-free.'](#) (May 4 – Screen Free Week)
 - [Top 10 ways well-managed forests and SFI make a world of difference](#) (April 22)
 - [A half dozen projects that are for the birds](#) (March 17 – Nature Canada, Birds)
- Infographic:
 - [6 reasons to buy SFI and support future forests](#)
- SFI Press releases
 - [The Sustainable Forestry Initiative Welcomes Four New Board Members Representing Environmental, Social and Economic Interests](#)
 - [Sustainable Forestry Initiative introduces new standards](#)
 - [White House Easter Egg Gift Box Certified to the SFI Standard](#)
- SFI Blogs
 - [The Great Cypress Swamp](#)
- SFI Video
 - [Landowner to Brandowner video](#)