



## MFI CANADA

October 15 – 20, 2017  
NAV Centre, Cornwall, ON



### Who Attends MFI?

People who plan, manage and administer urban forestry programs and who want to become more effective leaders and managers. Previous MFI classes have included over 500:

- ❖ City Foresters and City Arborists
- ❖ Municipal Urban Forestry Staffs
- ❖ Tree Wardens
- ❖ State/Provincial Urban Forestry Staffs
- ❖ Urban and Community Forestry Program Managers
- ❖ Non-Profit Advocates
- ❖ Foresters, Arborists, Planners, and Landscape Architects
- ❖ Managers and Supervisors

### What Participants Say About MFI:

*“MFI is the single best leadership development program for those working in urban forestry. I came out of the program energized and was able to immediately take action on initiatives to move our program forward in our community.”*

- Lanny Englund, City of Coquitlam, BC, MFI Grad 2008

*“MFI: I came alone...and left with many friends and resources.”*

-Brad Hays, Santa Clara, UT, MFI Grad 2012

*“MFI expended on my existing leadership and forestry training and tied many “loose ends” together. The experience was revitalizing and still serve to guide and inspire me to excel in my daily contributions to our profession. I highly recommend this course, it’s time well spent.”*

-Shawn Gurney, City of Abbotsford, BC, MFI Grad 2012

*You are invited to join in a unique partnership...*



## DO YOU WANT TO REACH KEY URBAN FORESTRY DECISION MAKERS?

Does your company or organization have a desire to reach deep into a network consisting of the next generation of urban forestry leaders in North America? If so, please consider becoming a partner in the 2017 MFI Canada (Municipal Forestry Institute). Organized by the Society of Municipal Arborists, MFI Canada is an exciting, high-level training opportunity educating professionals in the leadership and managerial aspects of urban forestry programs. This week-long intensive educational program delivers a challenging professional growth opportunity for people with key decision making power in urban forestry programs. Now in its 12th year, the next MFI will be held October 15-20, 2017 at the NAV Centre, Cornwall, ON.

## WHY BE A SPONSOR OF MFI 2017?

As a sponsor, your company or organization’s message will reach a key network of urban forestry professionals from large and small cities in the U.S. and Canada, including representatives of municipal urban forestry programs, Cooperative Extension, State/Provincial urban forestry programs, and non-profit organizations. **You won’t find this kind of exposure anywhere else in the urban forestry profession. These are the people who make purchasing decisions!** Come and join SMA and help get your urban forestry message across to urban forestry leaders!

### AVAILABLE SPONSORSHIPS

- Thursday Reception \$2,500
- Participant Shirts \$2,500
- Guest Speaker \$5,000
- Guest Speaker \$7,000
- Entertainment \$5,000
- Bus Transportation \$2,500
- Pens/Pencils \$1,000
- Lanyards \$1,000
- Notebooks \$2,500
- Water Bottles \$2,000
- MFI Pins \$1,000

### SPONSORSHIP BENEFITS

Besides the prestige of being associated with this cutting-edge educational training, MFI sponsors will also have their names listed in all promotional materials, in participants’ notebooks, and onsite signage. Sponsors who contribute \$2,500 or more are invited to join us onsite to be recognized in person, and will receive a complimentary one day registration, as well as one night’s lodging at the NAV Center (a \$250 value). All sponsors will receive a participant list. Note: The MFI logo and date appear on takeaway items (i.e. lanyards, shirts, pens, pins).

### TO BECOME A SPONSOR

To become a sponsor of MFI Canada, contact the Society of Municipal Arborists at: [urbanforestry@prodigy.net](mailto:urbanforestry@prodigy.net)

