

Playbook: Partnering with Professional Sports Teams

Please see the link below for a resource developed by the Wisconsin Department of Natural Resources outlining tips for working with professional sports teams on urban forestry projects.

They have successfully partnered with the Green Bay Packers (football) and Milwaukee Brewers (baseball) teams to get trees in the ground and a lot of wonderful press and associated public awareness.

More information and their playbook can be downloaded here:

<http://dnr.wi.gov/topic/UrbanForests/playbook.html>