

Guidelines for businesses getting involved with National Tree Day

Planet Ark is always happy to talk to you about how your business can make real and lasting connections with your community as part of National Tree Day. Each year we receive a lot of unprompted, glowing feedback about our principal sponsor Toyota and sponsor Bunnings, who we work with to help schools, community groups and councils make a living, lasting difference to their community.

If your business wants to participate in or support Tree Day in other ways without being a sponsor, there are just a few rules to follow:

- You may use our adaptable promotional resources, and add text to describe your involvement, but you may not use your logo in the same artwork where the National Tree Day logo appears. If you design your own promotional artwork, it must not include the National Tree Day logo.
- Please do not use altered versions of our artwork, unless you are adding text into fields designed to have text details added.
- You may not use the National Tree Day logo unless you are using one of our adaptable resources and ensuring your own logo is not used on that same resource.
- If you are making any claims to support National Tree Day, you must make clear what that means exactly, ie. you can claim "(Company name) is hosting a Tree Day event," but you cannot say "(Company name) supports National Tree Day."

