

Cleveland Park Canopy Campaign

2026–2027 Plant Day Partners Initiative

Restoring Shade. Growing Legacy. Building Community.

90 Trees | Native Meadows | A 100 Year Commitment

Friends of Cleveland Park | 501(c)(3) Nonprofit



2026 TREES
FOR CLEVELAND PARK

Restore the Canopy



Another Park Improvement Project from
FriendsOfClevelandPark.net

A Texas non-profit & HPARD partner

EXECUTIVE SUMMARY

Cleveland Park has lost 52 major trees over the past four years. Our canopy is at its lowest point in the park's 118-year history.

In January 2026, residents stepped up and fully funded Phase One in just three days – raising \$12,000 and sponsoring 35 trees.

Those trees will be planted in late March 2026.

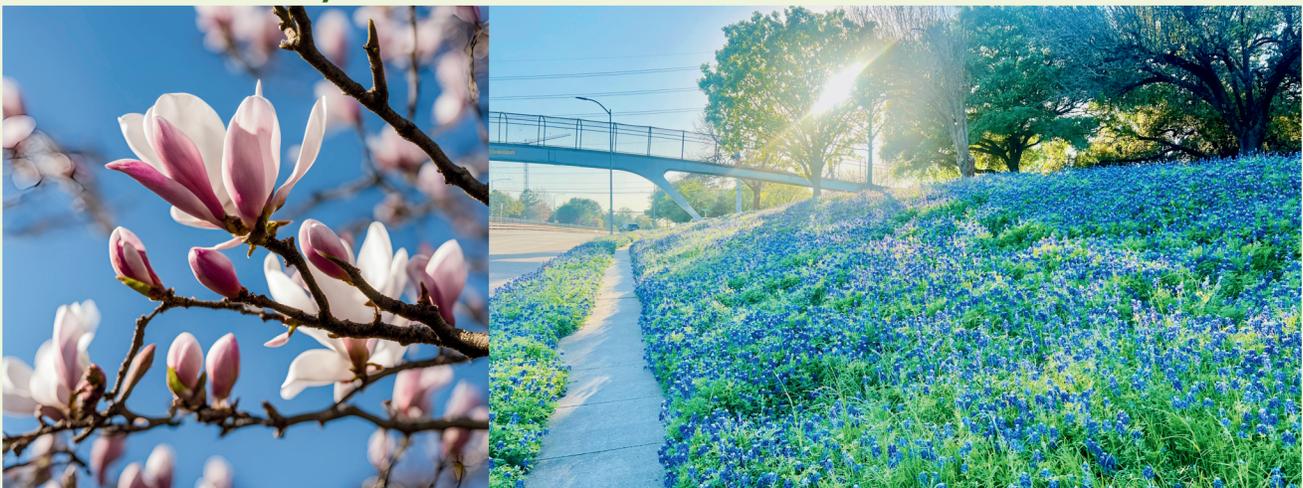
We are now in Phases Two and Three to add 60 additional trees --all Signature trees (Pecan, Live Oak, Magnolia) to permanently strengthen the park's environmental and civic impact.

2026 will be the year neighbors came together to restore the canopy of this beloved, beautiful park in Houston's thriving urban core.

Total Campaign Budget: \$97,713
Funds Raised to Date: \$12,000
Remaining Funding Gap: \$85,713

**Trees
for
Cleveland
Park**

This initiative restores the canopy, reduces urban heat exposure, strengthens wildlife habitat, and builds civic connection in one of Houston's most dynamic urban corridors.



THE CANOPY RESTORATION PLAN

We will plant 90+ trees between March 2026 and March 2027.
The remaining 60 Signature Trees include:

Southern Magnolias. Live Oaks. Pecan Trees



Sponsors help us keep our trees alive with:

- Professional sourcing, selection, permitting, and planting
- Upgraded Protective tree guards due to the number of dogs in the Park.
We rank near the top in the "Dog-Friendly" Park category.,
- Mulch installation - all trees - about 20 Loads
- Two-year watering commitment. Professionally managed with a backup plan for extended dry periods. We have eighteen volunteers signed up to assist in backup watering.
- Purchase of Two Large Rolling Water Dispensers for Back-Up Plan Volunteers.

Core Canopy Infrastructure Budget: \$61,750

In accordance with Houston Parks Board policy, 10% of funds raised using the park partnership branding is allocated to the Houston Parks Board for reinvestment across Houston's park system.

CLEVELAND PARK: HOUSTON'S WELCOME MAT

Cleveland Park functions as the social incubator for one of Houston's most dynamic urban corridors. For newcomers to Houston, young professionals just out of college, and international families on work visas, longtime residents, and visiting guests, the park is often where real connections begin.

It is where dogs meet, where neighbors meet, where civic conversations begin.



Two weddings have grown out of the park's dog crew community.

Yes! Engagement(s) are happening here in Cleveland Park!

Cleveland Park is within walking distance of:

- >Long-standing local businesses (Wash|Shepherd|
- >Workforce Housing
- >Large Apartment complexes.
- >Young Professionals
- > International families -Afghan, Venezuelan,

High-density, diverse neighborhood where our park is the shared front yard for many people



Urban neighborhood parks and their paths and trails increasingly define quality-of-life decisions for residents choosing where to live, work, and invest. Cleveland Park connects directly to Buffalo Bayou Park, serving as a gateway to Houston's larger green space network. We are the meetup spot for bike groups, fitness and running groups, BBP birders, nature, and bat tours.

Restoring the canopy strengthens not only environmental resilience but neighborhood cohesion.

Civic Engagement Strategy

Phase One Planting - 30 Trees - \$198 (Sold Out in Three Days!)

Plant Day Partners – Individuals: - \$30
- Households - \$58

Accessible annual membership for residents includes a call to action to join us for our plant days. This is a great way to meet new neighbors, recruit volunteers, and include all of the neighborhood (renters and homeowners) and park stakeholders.

Includes Premium T-Shirt. Spring Design -White, Fall Design-LongSleeve Green. 700 in Spring and 300 in the fall.

- Premium full color tree campaign t-shirt
- Volunteer opportunities/ participation
- Website recognition -every name listed.
- Annual campaign updates

Projected Participation Revenue: \$5,250



Paid Sponsor Agreements in by March 14th will make our Spring T shirt Run and our Plant Day Banner: Email vector or high rez logo prior to March 14 to brian@friendsofclevelandpark.net

Plant Day Partner Business Sponsorship Levels

Canopy Champion – \$10,000

- Two signature trees (Pecan, Magnolia, Live Oak)
- Prominent banner recognition
- Website spotlight
- Brick package for Dedications or Memorials (12)
- 10 shirts+ Sponsor QR Decal so your customers can see your tree growing in the park down the street!

Magnolia Partner – \$5,000

- 1 Signature Tree Planted in Park. (Phase II or III)
- Banner and Plant Day Volunteer Recognition
- Brick package for Dedications-Memorials (6)
- 6 shirts+ Sponsor QR Decal so your customers can see your tree growing in the park down the street!

Blossom Partner – \$1,000

- 1 Signature Tree Planted in Park (Phase II or III). Bricks -2
- Banner and Plant Day Volunteer Recognition
- 3 shirts+ Sponsor QR Decal so your customers can see your tree growing in the park down the street!

Root Partners – \$500.

- 1 Tree Planted in Park (Phase II or III) + 1 Brick
- Banner and Plant Day Volunteer Recognition
- 1 Shirt +Sponsor QR Decal so your customers can see your tree growing in the park down the street!

***All above receive logo or name listing on T Shirt Runs. Spring Deadline 3/14 - we must have high rez. logo**

Legacy Community Partners

Cleveland Park has been shaped not only by trees and families, but by small businesses that have quietly served this community for decades.

As part of our 2026–2027 Canopy Campaign, we will recognize long-standing neighborhood establishments whose steady presence reflects the character and continuity of Magnolia Grove.

These businesses will be recognized as Legacy Community Partners in appreciation of their long-term contribution to neighborhood life.

Strong parks and strong small businesses grow together.

Congrats to:

Business Newcomer of the year - Tio Trompo (Tacos)

Thank you for your years of service to Magnolia Grove

2025 Magnolia grove legacy partners

Raymonds Barber Shop - Magnolia Grove

Martin Talors - Magnolia Grove

2026 T Shirts Spring -Fall -700+300



SURVEY SAYS –YOU ARE A FAVORITE!
Special Sponsorshi supplement to Those Voted Most Favorite
487 Special Sponsorship Supplement to Those Voted Most
Favorite, Cleveland Park users took our survey in 11/2025
by Park Visitors in our 2025 “Survey Says” Survey**

“Best Of/Favorite” businesses are invited to join the Community recognition partners to visibly align their brand with Cleveland Park’s canopy restoration tree planting program. Since you’ve been voted as a favorite by our park visitors (2025 survey), you get “Root Partner” Sponsor privileges at half the price.- - \$250 (Tree Only) \$350 (Tree + T-shirt Inclusion) \$380 Floor Decal Add On. * JNote* Large Businesses Do Not Qualify for this Discount)

Includes door decal, plant day recognition, and a printed certificate. T-shirt (name, no logo), banner, & Website Addition.

Categories are on the next page.

2025 Winners may purchase a FLOOR DECAL at our cost of \$30.00 (big & round). Perfect for a restaurant, a vet lobby, etc., where customers wait in a line or a lobby area. Floor Decals have a special QR that links back to a page showing your tree’s growth (*updated quarterly), species, location, and a thank you, or the park and quarterly photo updates of the tree planted in your name.

Fully permitted and professionally managed

2025 Annual Friends of Cleveland Park
“Survey Says” Winners
487 RESPONDENTS

**THESE ARE “ROOT PARTNERS” WITH A BONUS. – \$250 TREE
+\$100 T +30 FLOOR DECAL**

CATEGORIES – 2025 WINNERS –FRIENDS OF CLEVELAND PARK

CLEVELAND PARK : FAVORITE/BEST OF WINNERS

BEST BURGER – BURGER BODEGA

BEST BAKERY –THREE GUYS

BEST BRUNCH –TOASTED YOLK

BEST GROCER – HEB WASHINGTON AVENUE

BEST BARS –LITTLE WOODROWS, NETTBAR, PEARL BAR (3-TIE)

BEST BIKE SHOP –WEST END BIKES –BLOSSOM

BEST DOG GROOMER – CITY PAWS RIVER OAKS

BEST QUICK DINNER – RICE BOX

BEST DOG DAYCARE – HOUNDSTOWN –DURHAM

BEST C-STORE –IZZI MART

BEST VET – WASHINGTON AVENUE VETERINARY

BEST APT LOCATION – BAYOU PARK

BEST REALTOR – DANNY PLEASON –MARTHA TURNER REALTY.

BEST BANK – BANK OF AMERICA

BEST GAS STATION– IZZYS

OTHER:

BEST PARK GROUP – THE DOG CREW II

BEST GALLERY – HIRAM BUTLER GALLERY

BEST NEIGHBOR –ROMAN MCALLEN –FEAGAN

BEST PARK VOLUNTEER– EBRU

BEST STREET TO BUY A HOME –1. DICKSON 2. BLOSSOM 3. O'REILLY

 **CLEVELAND PARK**



PLANT DAY PARTNER

Market Profile

Cleveland Park serves a highly educated, high-engagement residential corridor with strong household income levels, dense walkability, and significant daily dog and bicycle traffic. The park connects directly to Buffalo Bayou Park and sits within one of Houston's most active mixed-use districts.

Governance

\Friends of Cleveland Park is a Texas 501(c)(3) nonprofit formed in 2024 to advocate for and steward Cleveland Park in partnership with Houston Parks & Recreation.

All planting, permitting, and maintenance coordination is professionally managed to ensure long-term sustainability and environmental resilience.

Join Us



The neighborhood has already invested.

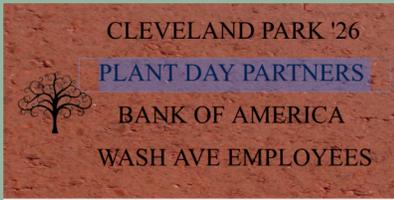
We invite you to join us in restoring Cleveland Park's canopy for the next century.

Founder & Board President. Friends of Cleveland Park
brian@friendsofclevelandpark.net. friendsofclevelandpark.net

- **MARCH 22, 2026 -PLANT DAY SPRING 2026**
- **NOVEMBER 21, 2026 SATURDAY 9 AM -30 SIGNATURE TREES**
- **FEBRUARY 13, 2027 -SATURDAY 9 AM-30 SIGNATURE**

**PAID SPONSORS IN-HOUSE
BY MARCH 13, 2026 WILL HAVE THEIR LOGOS ON THE
SPRING T SHIRT AND BANNERS
*RUSH YOUR HIGH RESOLUTION LOGO GRAPHIC TO
BRIAN@FRIENDSOFCLEVELANDPARK.
CELL +1 512 800-9555**

SPONSOR PACKAGE INCLUSIONS



**ENGRAVED BRICK PAVERS
TO HONOR AN EMPLOYEE, A
CUSTOMER, YOUR OWNER**



**5X 5 CLING BUSINESS WINDOW DECAL
WITH A QR LINK TO THE TREE YOU
SPONSOR (IF APPLICABLE)**

***FOR ALL SPONSORSHIP LEVELS OVER
\$250 DONATION.**



**2026 ADD-ON OPTION
A FLOOR DECAL WITH QR TO YOUR TREE.
INCLUDED ON TOP-TIER SPONSORSHIPS, \$30 FOR
OTHERS (AT COST) GREAT FOR RESTAURANTS**



**2026 WINNERS OF OUR BEST OF
SERIES. A FLOOR DECAL \$30 (AT
COST) EXAMPLE OF OUR BEST
BURGER WINNER BURGER BODEGA**



SPRING BANNER UP 3/13/2026



B.



**T SHIRT DESIGNS FOR 2026. ALL ARE PRESHRUNK PREMIUM 100 %
COTTON TOP QUALITY SHIRTS IN UNISEX SIZES S, M, L, XL, 2XL**

CLEVELAND PARK PLANT DAY PARTNER SPONSORSHIP AGREEMENT 2026

Friends of Cleveland Park, a Texas nonprofit 501(c)(3), invites your organization to participate as a Plant Day Partner Sponsor supporting the planting and protection of 90+ trees in 2026.

Your Sponsorship Supports:

- Professional planting (tree selection, permitting, and installation)
- Two-year watering program for your tree
- Premium mulch for your tree's health
- Extra Protective tree guards due to high dog activity in the park
- Backup in park - water tank systems to support watering during drought

- conditions
- On-call arborist support to ensure long-term tree health
- Native grass, pollinator, and wildlife habitat expansion
- Community volunteer coordination and Plant Day event operations

Sponsorship Levels & Included Bricks:



thank you! quality of life heroes--

Canopy Champion \$10,000	12 engraved bricks
\$5,000 Level	06 engraved bricks
\$1,000 Level	04 engraved bricks
\$500 Level	01 engraved bricks
\$250 Level	01 engraved brick
Other	

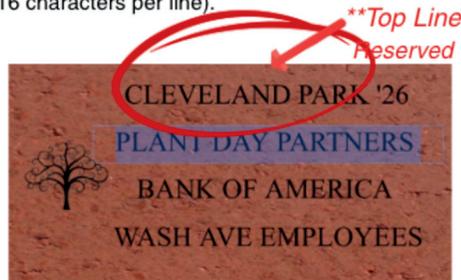
Additional bricks may be purchased for \$30 each (3 lines, 16 characters per line).

Payment Options:

- Pay securely by card on our website
- Pay by check (call us, and we will pick it up)
- Pay by bank draft (call to arrange Primeway) -

Contact:

Brian Bottorff, Founder & Board President
 Cell: 512-800-9555
 Email: brian@friendsofclevelandpark.net



website : <https://friendsofclevelandpark.net>, a texas nonprofit
 EIN #33- #33-4286070



+DECAL -SQUARE
 +FLOOR XL IS ROUND



**WE MUST HAVE PAYMENT PLUS
 YOUR HIGH RESOLUTION/PREFERRED
 LOGO NO LATER THAN MARCH 13**

PLANT DAY PARTNER SPONSOR COMMITMENT FORM

Business/Organization Name: _____

Primary Contact: _____

Email: _____ Phone: _____

Number of Employees: _____ Street Address _____ Houston, TX 77007

Sponsorship Level Selected: _____

Total Sponsorship Amount: \$ _____

Additional Bricks (\$30 each): Quantity _____ Total \$ _____

Brick Inscription (3 lines, 16 characters per line. A space is one character)

Line 1: _____

Line 2: _____

Line 3: _____

Window Decal will be delivered to you

Floor Decal Add \$30 (OUR COST) ()sted? Yes No



We will offer two plant day tshirt designs in 2026 (White/Spring 2026) (Green/Long Sleeve Oct 2026) We encourage all sponsors and neighbors to wear one when they come down for any of the three plant days. We also offer a dog-related T-shirt and Love My Park T-shirt available online on our website. T-shirts are 100 % cotton, preshrunk multi-color designs, and the highest quality available. We know you will love them

Sponsorship Shirts Included _____ Additional T Shirts @\$30 (includes tax and shipping) _____

Total T-Shirts _____

T-Shirt Sizes (Unisex Premium 100% Cotton, Pre-Shrunk)

Total By Size XS ___ S ___ M ___ L ___ XL ___ 2XL ___

Additional Shirts (\$30 each): Quantity _____ Total \$ _____

OTHER Donation Amount: \$ _____

** _____ **I have emailed our highest resolution logo to brian@friendsofclevelandpark.net. Date _____

Signature: _____ Date: _____

THANK
YOU!

 CLEVELAND PARK



PLANT DAY PARTNER

FRIENDS OF CLEVELAND PARK, A TEXAS NON PROFIT

BOARD OF DIRECTORS.

**FRIENDS OF CLEVELAND PARK
2025 SURVEY WINNER
SURVEY SAYS**

**BEST
PLACE TO GET A HAIRCUT**

**AWARDED TO
RAYMOND'S
BARBERSHOP**



**BRIAN BOTTORFFIR
BOARD PRESIDENT**



BOARD VICE PRESIDENT

**OUR 4TH ANNUAL SURVEY OF MEMBERS. 487
PARTICIPANTS. ONLINE AND IN- PARK SURVEY CANVASSER.**