



MARYLAND
DEPARTMENT OF
NATURAL RESOURCES

Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor
John R. Griffin, Secretary
Joseph P. Gill, Deputy Secretary



Coupon Use Guidelines for Participating Nurseries

Through *Marylanders Plant Trees*, the State is partnering with businesses, communities and citizens to help fund and plant new tree cover. The State is asking private citizens to help reach the goal of planting 100,000 trees by 2012, 25,000 a year.

In addition to protecting water quality, cleaning our air and providing wildlife habitat, one large tree can eliminate 5,000 gallons of stormwater runoff from the Chesapeake Bay each year.

To encourage citizen participation in reaching the tree planting goal, the State is offering \$25 discount coupons for the purchase of native trees with a retail value of \$50 or more.

Whether customers can take advantage of the coupon program or not, please encourage everyone purchasing new trees to visit the State's website www.trees.maryland.gov to register their newly planted trees and calculate the environmental benefits.

Eligibility Guidelines for Customer Participation

- Coupons have a value of \$25 per tree.
- Coupons may not be used for wholesale transactions.
- Coupons may only be used on trees with a minimum retail value of \$50.
- Coupons may not be used for purchase of trees for resale.
- Coupon may not be used at vendor locations outside of Maryland.
- Coupon information must be completed in full to include name, address, and original customer signature on each coupon.
- Trees must be planted in Maryland.
- Trees may be planted on residential or non-residential properties.
- Trees may only be purchased from participating retail nurseries and garden centers, during the date stated on the face of the coupon.
- One coupon per tree. Additional coupons may be presented for extra trees. No maximum number of coupons per participant.
- Government agencies are not eligible.
- This coupon may be used with other coupons or discounts including Baltimore County's "Growing Home" campaign, at the discretion of the participating nursery.
- Trees must be selected from the Recommended Tree List posted at www.trees.maryland.gov
- Customers should be encouraged to use web content at www.trees.maryland.gov to learn "right tree right place" and proper tree planting and care.
- Owner will contact Miss Utility before digging.

(please see reverse side)

Participation and Reimbursement Procedures for Participating Vendors

- Vendor will forgive \$5 per coupon.
- Coupon holds no cash value.
- Coupon is for tree stock only and may not be used for any other products or services provided by participating vendors.
- Coupon may only be used for native tree species that appear on the most current tree list at www.trees.maryland.gov .
- Coupons sent in for reimbursement must be filled in entirely and include the following information: name of purchaser, address of tree planting location, original signature of purchaser, date of purchase, Nursery name, retail price, tree species, and size.
- Limit of one tree per coupon
- Retailers with unresolved MD tax issues are ineligible to receive coupon refund.
- Vendor is encouraged to submit coupons for reimbursement within 30 days of tree purchase.
- Additional information is available online www.trees.maryland.gov
- Vendor must follow MD DNR guidelines for logo use. www.trees.maryland.gov/promotion.asp

Internal Program Implementation

- DNR will reimburse \$20 per coupon to participating nurseries provided the participating nursery adheres to guidelines for reimbursement stated herein.
- No more than 50,000 coupons will be honored per year.
- Website will contain information on contacting Miss Utility prior to tree planting activities.
- MD DNR will provide participating nurseries with marketing items that may include rack cards, posters, PSA and logos. www.trees.maryland.gov/promotion.asp
- All coupon reimbursements will be processed according to established procurement procedures of the State of Maryland.
- MD DNR employees are eligible to participate.