



## 2015 CLEAN WATER SUMMIT

### *Green Infrastructure for Clean Water:*

### *Reconnecting Rainwater and Groundwater in Our Communities*

## SPONSORSHIP GUIDELINES

### OVERVIEW

The 2015 Clean Water Summit will examine the importance of groundwater to our communities, how our natural water systems have been altered over time, and how green infrastructure can restore lost functions to our landscapes. Participants will gain:

- Awareness of how land use and stormwater management have altered our region's natural hydrology
- Increased understanding of how green infrastructure helps restore lost functions to

the landscape, especially when connections to both surface and groundwater systems are involved

- Increased awareness of the benefits and concerns related to green infrastructure, infiltration, and groundwater quality and quantity
- Increased understanding of ways to address groundwater impacts statewide through surface water management and green infrastructure, including policies, planning and practices.

### AUDIENCE

The 2015 Clean Water Summit will bring together a wide variety of individuals involved in stormwater management, groundwater management, community development and redevelopment, municipal operations, and design professionals. Participants may include municipal stormwater and groundwater managers, policy makers, planners, and staff, and water professionals including designers, engineers, contractors and installers, developers, landscape architects, and many others.

### MARKETING AND PROMOTION

The Clean Water Summit is promoted via a multi-media approach using the Arboretum's website, which receives 500,000 visits and 2 million page views per year; the Arboretum Magazine; the Arboretum's eNews; and special invitations to 3,500 email subscribers. Affinity marketing channels will be highly utilized, and collaborating organizations will send invitations to their membership and myriad affiliations. Cross-promotion using the Arboretum gift store will include displays promoting speakers' books and related Arboretum class offerings.

### SPONSORSHIP OPPORTUNITIES

#### **Exclusive Summit Sponsorship: \$20,000**

Stand-alone logo placement and recognition on the 2015 Clean Water Summit web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Exclusive access to participants and table exhibit at the Clean Water Summit. Opportunity to say a few words at the event.

#### **Presenting Summit Sponsorship: \$10,000**

Logo placement and recognition as lead sponsor on the 2015 Clean Water Summit web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Access to participants and premier location and table exhibit size at the Clean Water Summit. Opportunity to say a few words at the event.

#### **Supporting Summit Sponsorship: \$5,000–\$8,000**

Logo placement and recognition as supporting sponsor on the 2015 Clean Water Summit web page and marketing materials; day-of-the-event recognition from the podium and supporting sponsor table exhibit.

#### **Additional Sponsorship: \$500–5,000**

Recognition may include a listing on the 2015 Clean Water Summit web page, marketing and day-of-the-event materials, logo placement, day passes, and/or an exhibit table.

**TO SUPPORT THE CLEAN WATER SUMMIT, PLEASE CONTACT LESLIE YETKA AT**

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