Schoolyard Gardens Conference
An Ecosystem of Learning, Sharing Common Ground
March 4, 2016
Minnesota Landscape Arboretum

SCHOOLYARD GARDENS provide an incomparable, hands-on opportunity for educators to learn how to meet academic standards, engage with community partners, learn about agriculture, healthy eating and cultural competency, and connect with natural systems. Whether you’re a beginner or schoolyard garden veteran, join us in March and learn innovative strategies for building, sustaining, and engaging diverse learners in a thriving schoolyard garden.

Presented by the Minnesota Landscape Arboretum and the University of Minnesota Extension Master Gardener Volunteer Program in collaboration with the Minnesota Schoolyard Gardens Coalition

ARBORETUM EDUCATION PROGRAM SPONSORSHIP OPPORTUNITY

OVERVIEW: PURPOSE, EVENT DESCRIPTION, OUTCOMES

Contribute to the growing success of school gardens in Minnesota by sponsoring the 4th Annual Schoolyard Garden Conference on March 4, 2016! Over 250 teachers, school administrators, school food service professionals, Master Gardeners, parents, and other school garden supporters attend this event to share ideas and resources for building and sustaining school gardens.

FEATURED KEYNOTE SPEAKER:
Betti Wiggins, Executive Director, Detroit Public Schools’ Office of School Nutrition

2016 TOPICS:
Horticulture and gardening training: understanding the basics and extending your growing season
Connecting the garden to the classroom: curriculum ideas and resources
Resources for sustainability: starting and keeping your schoolyard garden program going
Case studies of successful, innovative programs including cultural competency

BENEFITS OF SPONSORSHIP:

AUDIENCE
The Schoolyard Gardens conferences bring together teachers, school administrators, community gardeners, local business leaders, parents and other volunteers, chefs and nutritionists, government officials, staff and funders of non-profits, and others interested in learning how schoolyard gardens can help K-12 students.

MARKETING AND PROMOTION
The Schoolyard Gardens conference will be promoted via a multi-media approach using: the Arboretum’s adult education catalog; 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, like the Minnesota Department of Education, 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 Conference Sponsorship $20,000
Stand alone logo placement and recognition on Schoolyard Gardens web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Exclusive access to class participants and table exhibit at Schoolyard Gardens. Opportunity to say a few words at the event.
Presenting Conference Sponsorship $10,000
Logo placement and recognition as lead sponsor on Schoolyard Gardens web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Access to class participants and premier location and table exhibit size at Schoolyard Gardens. Opportunity to say a few words at the event.

Supporting Conference Sponsorship $5,000 - $8,000
Logo placement and recognition as supporting sponsor on Schoolyard Gardens web page and marketing materials; day-of-the-event recognition from the podium and supporting sponsor table exhibit.

TO SPONSOR SCHOOLYARD GARDENS 2016, CONTACT CARRIE STOWERS
cstowers@umn.edu  612-889-8432

ADDITIONAL CONFERENCE SUPPORT OPPORTUNITIES

Contribution: $2,500
Benefits:

“Donor” listing on web site and program
8 single-day registration tickets to the conference
8 VIP passes to the Arboretum
Single table opportunity - high visibility location

Contribution: $1,000
Benefits:

“Donor” listing on web site and program
6 single-day registration tickets to the conference
4 VIP passes to the Arboretum
Single table opportunity

Contribution: $500
Benefits:

“Patron” listing on web site and program
4 single-day registration tickets to the conference
2 VIP passes to the Arboretum
Single table opportunity

Contribution: $250

Benefits:

“Patron” listing on web site and program

2 single-day registration tickets to the conference

2 VIP passes to the Arboretum

FOR ADDITIONAL INFORMATION ABOUT SUPPORTING SCHOOLYARD GARDENS 2016
CONTACT CARRIE STOWERS AT cstowers@umn.edu

To learn more about the 2016 Schoolyard Gardens Conference, visit
www.arboretum.umn.edu/Schoolyards2016.aspx