DATES
Summer of 2016 – June through August

Estimated to draw over 200,000 visitors to Arboretum

SUMMARY
David Rogers’ Big Bugs exhibition has traveled throughout the United States stopping in botanical gardens and nature centers since 1994. The entire collection consists of 40 sculptures with 14 subjects.

ABOUT THE EXHIBIT
The goal of Big Bugs is to educate the public about the importance of preservation and conservation on the planet. Bugs, while most are tiny creatures, they outnumber us one million to one. Bugs offer a multitude of educational opportunities as many live in communal groups working as one for the common good. Their ranks include engineers, soldiers, weightlifters, weavers, hunters, stalkers, gatherers and even royalty. The sculptures in this exhibit are created to reinforce the preservation and conservation message by using various combinations of whole trees, found standing or fallen, cut green saplings selectively harvested from the willow family, dry branches and other forest material.

Ten Sculptures are coming to the Minnesota Landscape Arboretum. Programming is currently in the planning stages. Potential programming includes:

- **Garden kiosks** with “How to deal with garden and lawn pests”
- **Family adventure treks** which include bug hunts, create a spider web, ladybug release and more
- **Picnic with the Ants** – bring your picnic lunch and enjoy family friendly music in the gardens followed by a guided tour of the Big Bugs
- **Day camps with bug themes**
- **Adult classes** ranging from *Garden Ecosystems: Role of Insects in your garden* to *World of Honey and Honeybees*
Sponsorship Overview

TARGET AUDIENCE
- 90% of visitors come to the Arboretum with extended family or friends, making it the perfect place to reach multiple generations at one time
- More than 50% of Arboretum members have children
- Arboretum members have a higher level of education including 70% with a bachelor’s or advanced degree and higher than average income levels
- 22,000 member households from the Twin Cities with concentration in the western suburbs

MARKETING AND PROMOTION
- Arboretum’s website, which receives 500,000 visits and more than 2 million page views per year.
- Numerous electronic communications and social media
- Traditional media of direct mail, print advertising, and broadcast media
- Onsite promotion including: fliers, rack cards, and maps with 5,000 seasonal event fliers – 4 per year, 10,000 exhibit rack cards per exhibit, 40,000 summer exhibit guides each year

SPECIAL EVENTS TO SUPPORT THE EXHIBIT
- Special hands on activity for visitors Saturdays & Sundays. Proposed activities include: plant your own carnivorous plants, weekend movie nights featuring carnivorous plants and more

Sponsorship Packages

At the University of Minnesota Landscape Arboretum we believe a strong connection with nature is fundamental to human health and well-being. In alignment with this belief, we offer nature-based entertainment and learning experiences for all ages including access to underserved communities.

Sponsorship is designed to align your organization with the prestige of the Arboretum and provide opportunities for your company to make millions of positive impressions for your brand on prominent signage leading up to and throughout the duration of the exhibit.

Presenting Exhibit Sponsor $25,000
- Logo placement in TV spots, print ads, in social media posts, and earned media
- Prominent logo placement on signage leading up to and throughout the duration of the exhibit
- Recognition and opportunities to give remarks at VIP opening reception
- Receive unlimited onsite tabling opportunities to connect directly with potential customers
- Unlimited two for one passes and VIP Arboretum gate admission passes
- Unlimited customized volunteer opportunities for your corporate group
Official Exhibit Sponsor $15,000
- Logo placement in print ads, on the Arboretum’s website, in social media posts, and earned media
- Logo placement on signage leading up to and throughout the duration of the exhibit
- Receive up to six onsite tabling opportunities to connect directly with potential customers
- Complimentary access day for your corporate group
- Up to three customized volunteer opportunities for your corporate group

Participating Exhibit Sponsor $10,000
- Logo placement in print ads on the Arboretum’s website, in social media posts, and earned media
- Receive up to four onsite tabling opportunities to connect directly with potential customers
- Up to two customized volunteer opportunities for your corporate group

Event Sponsor $5,000
- Logo placement on the Arboretum’s website and in promotional materials leading up to the event.
- Receive two onsite tabling opportunities to connect directly with potential customers
- One customized volunteer opportunity for your corporate group

Feature Sponsor $2,500
- Recognition for your organization’s contribution on onsite promotional materials
- One onsite tabling opportunity to connect directly with potential customers