Volunteer Program Sponsorship

Overview:
The Minnesota Landscape Arboretum is home to nearly 900 volunteers who engage in regularly, year-round volunteer work at the Arboretum. This active and engaged volunteer community is integral to the beauty, success, and programming of the Arboretum.

 Volunteers provide essential support for a wide-range of needs such as assisting the Education Department with school field trips, managing registration at a family events, driving and narrating tram tours around Arboretum, providing guided garden tours, assisting grounds crews in the work of gardening and beautifying the Arboretum and even decking the halls for the various holiday seasons and events.

 Volunteers receive a monthly Volunteer News and numerous regularly scheduled communications from the Arboretum Volunteer Coordinator. These communications are read carefully and with interest by volunteers because they include calls for upcoming opportunities, monthly Arboretum happenings, invitations to volunteer social gatherings and recognition events.

 Each year volunteers receive a personal thank you letter summarizing the hours served, an invitation to the annual volunteer thank you event, and points to use on Arboretum products and services.

 While there are corporate volunteer teams and younger volunteers, the average Arboretum volunteer is over 60 years of age. 75% are women and 56% live in the following 9 affluent southwestern suburbs of Chanhassen, Chaska, Eden Prairie, Edina, Excelsior, Minnetonka, Victoria, Waconia, and Wayzata.

 Sponsorship Opportunity:
Sponsorship of the Minnesota Landscape Arboretum’s Volunteer Program offers an opportunity to support active corporate volunteers, boomers and seniors engaged in community and meaningful work. By associating your organization and brand with one of strongest relationships and sense of ‘belonging’ this group feels, you build strong affinity for your brand with a group of accomplished, affluent individuals.

 Sponsorship offers a number of brand and personal touchpoint opportunities including at volunteer events, in volunteer communications, on giveaway items such as T-shirts, travel mugs, water bottles and other items.

 Annual Support Levels:

 Presenting Sponsor $20,000
 Presenting sponsor receives the highest level of recognition including recognition on the Arboretum website, and complete co-branding of the Minnesota Landscape Arboretum’s Volunteer Program and co-branding on all volunteer communications, giveaway items and at events.

 Supporting Sponsor $10,000
 Supporting sponsor receives recognition at the supporting level on the Arboretum website, at volunteer events, and on all communications to volunteers. Branding opportunities are available on certain volunteer giveaway items.

 Activity-specific Sponsorship $2,500-$8,000
 Single event sponsorships, or sponsorship of specific needs of the larger volunteer program are available such as the annual volunteer recognition dinner, volunteer awards, or providing certain volunteer supplies.