Minnesota Landscape Arboretum Foundation Presents

Gala in the Gardens

September 10, 2014
Gala in the Gardens

Gala in the Gardens is the University of Minnesota Landscape Arboretum’s most important fundraising event of the year. It is a celebration of environmental conservation, research, and lifelong learning in a beautiful outdoor setting.

Enjoyed by the entire community year-round, the Arboretum serves generations of individuals, families, and community groups who seek a connection to nature, inspiration, environmental education, and renewal in their daily life.

This Gala event helps to underwrite the general operating expenses of this cherished Minnesota resource.
Arboretum’s Mission

To be a growing local and international resource for horticultural information, plant conservation, research, and education.

To inspire and delight a growing number of visitors with outstanding displays, collections, and interactive environmental learning experiences.
We Believe

*A strong connection with Nature is fundamental to human health and well-being.* It is within this context that the University of Minnesota Landscape Arboretum connects people with nature and offers restorative and inspirational learning experiences unique in Minnesota.

As a community and a national resource for horticultural and environmental information, research and public education, the Arboretum sustains magnificent gardens, collections, and natural areas; offers life-long learning opportunities and conducts cutting edge research on cold hardy plants, fruits, and endangered plant species.
Award-Winning Public Education and Community Outreach

The Arboretum reaches nearly 60,000 children, adults, youth, and families with award-winning, nature-based education and outreach programming. For nearly three decades, School Programming and Urban Gardening have provided creative and engaging experience-based garden opportunities for youth, including those with limited access to garden experiences. Urban Garden and school program curriculum is aligned to Minnesota's science standards with a focus on science and nutrition.
Respected Horticultural and Environmental Resource

- **Industry Leader**
  Among its many awards and honors, the Arboretum’s pine collection was recognized in 2011 by the National American Plants Collections Consortium as the first and only pine collection in the United States to be recognized for depth of plant diversity and significance to the preservation and collection of pine genomes.

- **Treasured Community Asset and Resource**
  As part of the University of Minnesota’s College of Food, Agriculture, and Natural Resource Sciences, the Arboretum has grown over the past 30 years from 660 to 1,238 acres to become a unique public garden, research institution, and world-class environmental education resource that engages and delights over a quarter of a million visitors per year.

- **MN’s Largest Horticultural Research Center**
  The Arboretum is one of the only academic nonprofit institutions worldwide that identifies and develops cold-hardy fruit and landscape plants, including the globally recognized Honeycrisp Apple. Researchers from around the globe rely on the Minnesota Landscape Arboretum to learn about leading edge research and best practices.

- **A State and Regional Conservation Leader**
  Chosen by the National Center for Plant Conservation, the Arboretum has stepped into a new leadership role to launch a comprehensive Plant Conservation Program to advance cutting edge research, monitor, and protect populations of rare and threatened plants in the Upper Midwest.

- **Economic Engine**
  The Minnesota Landscape Arboretum is a major source of economic activity within the state and U.S. economy. The grape breeding program alone has created over 12,000 jobs and contributed over $400 million to the U.S. economy. Urban youth programs teach important work and entrepreneurial skill sets.
Current Business Partners

**TRANSFORMATIONAL PARTNER - $100,000+**
Wells Fargo

**SUSTAINER $50,000 - $99,999**
General Mills
The Toro Company

**CHAMPION $25,000 - $49,999**
C.H. Robinson Worldwide, Inc.
Medtronic
Minnesota Corn Growers Association
Polaris Industries, Inc.
Current Business Partners

**CATALYST $10,000 - $24,999**

Emerson Process Management Rosemount
H.B. Fuller Company
J.P. Morgan
Lakewinds Natural Foods
Park Dental
Pentair
RBC Wealth Management
Syngenta
Tamron USA
Tennant
Wagner's Greenhouses
Current Business Partners

**ADVOCATE $5,000 - $9,999**
Country Inn & Suites, Chanhassen
Danger Boat Productions
Dorsey & Whitney
Kohl's
Minnehaha Creek Watershed District
Minnesota Soybean Growers Association
The Mosaic Company
Rahr Foundation
Sea Foam Sales Company
TCF Bank
Timberwolves
United Health Group

**PATRON $2,000 - $4,999**
Accenture
ADOGO Pet Hotel
Bachman's, Inc.
Bailey Nurseries, Inc.
Brandspring Solutions LLC
Cargill
Ford & Harrison LLP
Health Partners
Hultgren, Hoxie & Waki
Orthodontics
Menttium Corporation
Park Nicollet Frauenshuh Cancer Center
US Bancorp
Current Business Partners

**SUPPORTER $500 - $1,999**

3M  
Alliance Pipeline  
Ambergate Gardens  
Ameriprise Financial  
Anding Consulting  
Associated Bank  
Countryside Gardens  
Eaton Corporation  
EMC Insurance Companies  
Entegris  
Fetzer Institute  
Great Harvest Bread Company  
Heidi's Lifestyle Gardens  
The Hubbard Broadcasting Foundation  
IBM  
Lake Minnetonka Orthodontics  
Life Time Fitness  
Lifetouch  
MGK - McLaughlin Gormley King Company  
Microsoft  
Northern Star - a division of Michael Foods  
Otten Brothers Nursery, Inc.  
Pfizer Inc.  
Prudential  
Thrivent Financial for Lutherans  
U.S. Bank  
UBS Wealth Management  
Veit Company  
Xcel Energy  
Z's Trees & Wood Products
## Sponsorship Opportunities & Benefits

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Visibility*</th>
<th>Experience</th>
<th>Recognition</th>
<th>Recognition</th>
<th>Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>Yes</td>
<td>2 Tables of Premiere Seating at Gala</td>
<td>Full Page Inside Front Cover</td>
<td>Yes</td>
<td>(Yes incl. video or remarks from podium)</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>Yes</td>
<td>1 table of Premiere Seating</td>
<td>Full Page Back Cover</td>
<td>Yes</td>
<td>(Yes and recognition during the Live Auction)</td>
</tr>
<tr>
<td>Silent Auction Sponsor</td>
<td>Yes</td>
<td>1 table</td>
<td>Full Page Ad – Middle Spread</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Dinner Sponsor</td>
<td>Yes</td>
<td>1 table</td>
<td>Half Page Ad</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Entertainment Sponsor</td>
<td>Yes</td>
<td>1 table</td>
<td>Half Page Ad</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Print Sponsor</td>
<td>Yes</td>
<td>1 table</td>
<td>Half Page Ad</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Valet Sponsor</td>
<td>Yes</td>
<td>1 table</td>
<td>Half Page Ad</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Gala Sponsor</td>
<td>Yes</td>
<td>1 table</td>
<td>Quarter Page Ad</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Corporate Table</td>
<td>---</td>
<td>1 table</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

*Decision needed by June 30, 2014
Sponsorship Opportunities & Benefits

Presenting Sponsor

Visibility: Premiere recognition as ‘Presenting Sponsor’ on 4,500 invitations mailed to influential households in the Twin Cities metro area and on Gala in the Gardens electronic invitations.

Your logo will also be included on the Gala in the Gardens landing page on the Arboretum’s website which receives over 500,000 visits and over 2 million page views per year. Recognition will also appear in the Arboretum Magazine distributed to 22,000 households each month.

Entertainment Experience: Two Patron-level tables with premiere seating for 20 at the Gala in the Gardens dinner, including corporate table signage and access to key corporate and individual donors and Arboretum leadership. Sponsorship at this level also includes a private group tour for your guests with artist, Craig Mitchell Smith.

Additional Recognition: Premiere recognition day of the event including recognition as the presenting sponsor on event signage, on the monitor throughout dinner and acknowledgement from the podium with an invitation to showcase your organization through a short video or remarks by a representative from your organization.

You also receive a full page ad on the inside front cover of the program for the evening and scrolling recognition on the Handheld BidPal Bidding Device distributed to all 400+ Gala guests.
Sponsorship Opportunities & Benefits

Platinum Sponsor

**Visibility:** Recognition as ‘Platinum Sponsor’ on 4,500 invitations mailed to influential households in the Twin Cities metro area and on *Gala in the Gardens electronic invitation follow up.*

Your logo will also be included on the Gala in the Gardens landing page on the *Arboretum’s website* which receives over 500,000 visits and over 2 million page views per year. Recognition will also appear in the *Arboretum Magazine* distributed to 22,000 households each month.

**Entertainment:** One Patron-Level table with preferred seating for 10 at the Gala in the Gardens dinner with VIP access to other key sponsors, including corporate table signage.

**Additional Recognition:** Premiere recognition day of the event including recognition as the platinum sponsor on event signage, on the monitor and during the live auction with the tagline, 'Live Auction brought to you by....' and recognition several times throughout the Live Auction.

You also receive a **full page ad on the back cover** of the evening program and scrolling recognition on the *Handheld BidPal Bidding Device* distributed to all 400+ Gala guests.
Sponsorship Opportunities & Benefits

Silent Auction Sponsor

**Visibility:** Recognition as the silent auction sponsor on *4,500 invitations* mailed to influential households in the Twin Cities metro area and on *Gala in the Gardens electronic invitation follow up.*

Your logo will also be included on the Gala in the Gardens landing page on the *Arboretum’s website* which receives over 500,000 visits and over 2 million page views per year. Recognition will also appear in the *Arboretum Magazine* which distributed to 22,000 households each month.

**Entertainment Experience:** *One Patron-level table* at the Gala in the Gardens including corporate table signage.

**Additional Recognition:** Premiere recognition on the day of the event including recognition on *event and silent auction table signage* the with the tagline, ‘Silent Auction brought to you by...’ This same recognition will appear on *receipts issued to silent auction winners.*

You also receive a *half-page ad in the middle spread* of the evening’s program as well as scrolling recognition on the *Handheld BidPal Bidding Device* distributed to all 400+ Gala guests.
Sponsorship Opportunities & Benefits

Dinner, Entertainment, Print, or Valet Sponsor

Visibility: Sponsor Recognition on 4,500 invitations mailed to influential households in the Twin Cities metro area and on Gala in the Gardens electronic invitation follow up.

Your logo will also be included on the Gala in the Gardens landing page on the Arboretum’s website which receives over 500,000 visits and over 2 million page views per year. Recognition will also appear in the Arboretum Magazine distributed to 22,000 households each month.

Entertainment Experience: One Patron-level table at the Gala in the Gardens including corporate table signage.

Additional Recognition: Prominent recognition on the day of the event specific to the area of sponsorship and throughout the evening in the program and signage in front of 400+ Gala in the Gardens patrons and guests.
Sponsorship Opportunities & Benefits

Gala Sponsor

Visibility: Sponsor Recognition on 4,500 invitations mailed to influential households in the Twin Cities metro area and on Gala in the Gardens electronic invitation follow up.

Your logo will also be included on the Gala in the Gardens landing page on the Arboretum’s website which receives over 500,000 visits and over 2 million page views per year. Recognition will also appear in the Arboretum Magazine distributed to 22,000 households each month.

Entertainment Experience: One Patron-level table at the Gala in the Gardens including corporate table signage.

Additional Recognition: Day of the event recognition on event signage and throughout the evening with a quarter-page ad in the program in front of 400+ Gala in the Gardens patrons and guests.
Sponsorship Opportunities & Benefits

Corporate Table Sponsor

Visibility: Your logo will also be included on the Gala in the Gardens landing page on the Arboretum’s website which receives over 500,000 visits and over 2 million page views per year. Recognition will also appear in the Arboretum Magazine distributed to 22,000 households each month.

Entertainment Experience: One Patron-level table for 10 at the Gala in the Gardens including corporate table signage.

Additional Recognition: For commitments made by June 30, 2014 logo placement will also be included on 4,500 invitations mailed to influential households in the Twin Cities metro area and on Gala in the Gardens electronic invitation follow up.
Thank You

Contacts

Beverly Anglum
Corporate Relations Manager
Phone: 952.443.1407
Email: anglu001@umn.edu

Michelle Martin, Gala Co-Chair
Board of Trustees
Cell phone: 763-360-2041
Email: mvmartin@comcast.net