HEALTHY FOODS SUMMITS

OVERVIEW
The annual, two-day Healthy Foods Summits address the complex issues concerning the relationship between food, human health, and the health of the planet. The summits investigate how the many ways in which our food choices affect the natural environment and what measures we can take not only to ensure our own health, but also to help preserve the health of our planet. The first day of the summit features the latest research on health-giving compounds in plants and other foods, food production and delivery systems, and the worldwide impact of food production on our shared environment. On the second day, individuals and communities in Minnesota will report on what they are doing to improve the quality of the food they produce or serve, increase the sustainability of their production and delivery methods, and the ways in which they are working to lower the human impact on the environment by modifying food system practices.

The Healthy Foods Summits represent a collaboration by two of the University’s flagship institutions dedicated to public health and well-being. The summits are also the annual research symposium of the Healthy Foods, Healthy Lives Institute and signal the Arboretum’s ongoing focus on health-giving plants.

AUDIENCE
The healthy foods summits are intended for food science and production researchers; health care and public health professionals; environmental and natural resource professionals; dietitians; food producers and processors; food co-op members; agribusiness professionals; community farm participants; school administrators; students; parents and other caregivers; concerned citizens – and the family chef!

MARKETING AND PROMOTION
The Healthy Foods Summits are 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 3-4,000 email subscribers. Affinity marketing channels will be highly utilized, and the Healthy Foods, Healthy Lives Institute will send invitations to its constituents and myriad affiliates within and beyond the University community. 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 Healthy Foods 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 Healthy Foods Summit. Opportunity to say a few words at the event.

Presenting Summit Sponsorship $10,000
Logo placement and recognition as lead sponsor on the Healthy Foods 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 at the Healthy Foods 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 Healthy Foods Summit web page and marketing materials; day-of-the-event recognition from the podium; supporting sponsor table exhibit.

PLEASE CONTACT BEVERLY ANGLUM, MINNESOTA LANDSCAPE ARBORETUM – 952-443-1407