Nature Connects 4.0 Exhibit: Art with LEGO Bricks at the Minnesota Landscape Arboretum featuring the work of Artist Sean Kenney

DATES
May 15 – August 30, 2015

SUMMARY
The innovative work of Sean Kenney's work with LEGO bricks will inspire & delight the Twin Cities community during the 2015 growing season. Just as LEGO bricks connect to each other and allow us to build things, nature does the same. Nature-inspired sculptures made entirely of LEGO bricks will challenge the way you think of the traditional garden exhibits and connect families with nature, creativity, science, and STEM in a whole new way. The use of LEGOS for sculptures touches people as both memories of their childhood and as a piece of art. Working with the medium of LEGO bricks brings new and exciting forms to sculpture, dictated by a limited palette, grids, and blocky forms. Sean aims to spark creativity in the viewer, especially in the case of a child, who can not only visualize creating something great themselves, but who can actually go home and do so.

ABOUT THE EXHIBIT
About Artist Sean Kenney
Sean Kenney is a nationally-renowned, award-winning artist and "professional kid" who use LEGO pieces to design and create contemporary sculpture for high-profile clients, major corporations, and venues around the globe. The New York Times calls Sean's work the "artistic elite" of LEGO-building. He has been featured in The Wall Street Journal, The Washington Post, BBC news, PBS Arts, ABC World News, HGTV, Wired, ELLE, and more. Sean has four internationally-touring exhibits and is the author of 7 best-selling inspirational children's books. (From Sean’s website: www.seankenney.com)

ABOUT NATURE CONNECTS
Nature Connects is in its 4th Version with all of their versions traveling to botanical gardens, zoos and arboreta, across North America. Since it began at Reiman Gardens in Iowa it has exploded in popularity making stops at Missouri Botanical Garden, Naples Botanic Garden, Lauritzen Gardens in Omaha, Cleveland Zoo, and more. The reaction to this exhibit has been so wonderful at previous gardens that as of spring 2014 every garden that has had a version of Nature Connects has rebooked it for a future year! The Version 4.0 is brand new and will be debuting at the Minnesota Landscape Arboretum for the first time.
TARGET AUDIENCE
This exhibit is estimated to draw over 200,000 visitors to the Arboretum grounds, with the following demographics:

- 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
- Arboretum membership is well-represented in all 50 states and every county in Minnesota
- Digital, print, and broadcast media channels offer several million impressions in key market segments such as nature lovers, outdoor enthusiasts, and gardeners for lead sponsors
- 22,000 households throughout the Twin Cities; well-represented in the eight affluent southwestern metro areas of Chanhassen, Chaska, Eden Prairie, Edina, Excelsior, Minnetonka, Victoria, and Wayzata

MARKETING AND PROMOTION
The LEGO exhibit will be promoted through:

- The Arboretum’s website, which receives 500,000 visits and more than 2 million page views per year.
- Numerous electronic communications such as eNews and social media posts provide reach, as do the traditional media of direct mail, print advertising, and broadcast media
- Fliers, rack cards, and maps all have opportunities for sponsor recognition promotion. The Arboretum Marketing team produces 5,000 seasonal event fliers – 4 per year, 10,000 exhibit rack cards per exhibit, 40,000 summer exhibit guides each year

NATURE CONNECTS 4.0 SCULPTURE LIST

- Hummingbird and Trumpet Flower
- Face Cut Out Mosaic
- Giant Snapping Turtle with Bird on the Shell
- Life Size Gardening Grandparent & Grandkid (child will be standing)
- Deer Family (3 deer)
- Giant Corn Spider (Hanging)
- Peacock
- Birdbath with Flock of Birds
- Giant Flower (type is TBD)
- Giant Sized Bonsai Tree
- Monarch on a Milkweed
- Giant Dragonfly (installed over water)
SPECIAL EVENTS TO SUPPORT THE EXHIBIT

- Exhibit weekends will offer special hands on activity for visitors from 10am-Noon on Saturdays & Sundays. Proposed activities include: Tall Tower Weekend – see who can build the largest free standing tower; a continuous build to encourage visitors to work together to build on each other’s progress to make one big LEGO sculpture; Build a City- Visitors make a house or building to add to our “LEGO Community” on display that weekend, recreate your favorite sculpture from the exhibit.

- Special Temporary Displays such as Robotics with LEGOS, etc (resource dependent)

- Highlight various university youth education and outreach programs related to STEM, design, and robotics.

- Sculpture Contest – people will be encouraged to bring in their own LEGO Brick Sculptures for a weekend display.

- Opportunities to bring in LEGO sets, build sculptures, and donate them to Ronald McDonald House, Children’s, or other non-profit community partners.

- Field trips – summer campus immersion experience through 4-H and in partnership across the University and with various local community groups will allow the Arboretum to reach new audiences, who otherwise would not have access to the Arboretum and this exhibit.
Sponsorship Packages

**Presenting Exhibit Sponsor**  
$35,000  
- You will receive prominent logo placement in TV spots, print ads, in social media posts, and earned media wherever the exhibit is promoted  
- Make millions of positive impressions for your brand on prominent signage leading up to and throughout the duration of the exhibit  
- The partnership is designed to align your organization with the prestige of the Arboretum  
- Get maximum exposure, relationship value and goodwill with call outs in digital and social channels  
- Be recognized and give remarks at VIP opening reception  
- Receive unlimited onsite tabling opportunities to connect directly with potential customers  
- 200 count, 2-for-1 passes and 50 VIP Arboretum gate admission passes  
- Complimentary access day for up to 175  
- Customize sponsorship activation opportunities include field trip scholarships, corporate volunteer opportunities to highlight the STEM/Nature/Biomimickry connections through interactive planned demonstrations or other group participatory activities.

**Official Exhibit Sponsor**  
$15,000  
- You will receive prominent logo placement in print ads, in social media posts, and on the Arboretum website  
- Make positive impressions for your brand on prominent signage leading up to and throughout the duration of the exhibit  
- The partnership is designed to align your organization with the prestige of the Arboretum  
- Get exposure, relationship value and goodwill with call outs in digital and social channels  
- Receive up to 8 onsite tabling opportunities to connect directly with potential customers  
- 150 count, 2-for-1 gate admission passes and 25 VIP passes  
- Complimentary access day for up to 100  
- Customize sponsorship activation opportunities include field trip scholarships, corporate volunteer opportunities to highlight the STEM/Nature/Biomimickry connections through interactive planned demonstrations or other group participatory activities.
Sponsorship Packages, Continued

Participating Exhibit Sponsor $10,000
- You will receive prominent logo placement in print ads, in social media posts, and earned media
- Make millions of positive impressions onsite throughout the duration of the exhibit
- Receive recognition in one-to-one digital and print communication
- The partnership is designed to align your organization with the prestige of the Arboretum
- Receive up to 5 onsite tabling opportunities to connect directly with potential customers
- 100 count, 2-for-1 gate admission passes and 15 VIP passes
- Complimentary day for up to 5
- Customize sponsorship activation opportunities include field trip scholarships, corporate volunteer opportunities to highlight the STEM/Nature/Biomimickry connections through interactive planned demonstrations or other group participatory activities.

Event Sponsor $5,000-$10,000
- You will receive logo placement in print ads and owned media, on the website and promotional materials leading up to the event
- Make positive impressions leading up to and throughout the event
- The partnership is designed to align your organization with the prestige of the Arboretum
- Get exposure, relationship value and goodwill with call outs in digital and social channels
- One onsite tabling opportunity to connect directly with potential customers
- 2-for-1 and VIP passes based on investment level
- Customize sponsorship activation opportunities include field trip scholarships, corporate volunteer opportunities to highlight the STEM/Nature/Biomimickry connections through interactive planned demonstrations or other group participatory activities.

Feature Sponsor $2,500+
- You will receive recognition for your organization’s contribution onsite at the exhibit or event
- Get call outs in marketing materials, digital, and social channels
- One onsite tabling opportunity to connect directly with potential customers
- 2-for-1 gate admission passes and VIP passes commensurate with your investment