



2014 CLEAN WATER SUMMIT

Green Infrastructure for Clean Water: Costs and Benefits to Our Communities

ENDORISING ORGANIZATION GUIDELINES

No financial commitment is necessary to become an endorsing organization for the 2014 Clean Water Summit.

OVERVIEW: PURPOSE, DESCRIPTION, OUTCOMES

In Minnesota, water is an important yet vulnerable resource we need to protect. Using green infrastructure to manage runoff in the urban landscape plays an important role in cleaning our water and provides multiple benefits to our communities. Yet widespread use on public and private property still isn't the norm. The 2014 Clean Water Summit will focus on both the costs and benefits of green infrastructure in development projects, including the economic, social, and ecological factors. Through featured presentations and case studies, attendees will understand how we currently value clean water, why we need to change the way we think about water as a finite resource, and tools and strategies that have been used to develop green infrastructure projects, leading to more partnerships, more implementation, greater acceptance, and cleaner water in our communities.

BENEFITS OF ENDORSEMENT

- Endorsing organizations will be listed on program agenda (whenever applicable).
- Endorsing organizations will be included on the Arboretum website.
- Each endorsing organization will have space on a literature table for copies of one hand-out for participants.
- Members and staff of endorsing organizations may attend the Clean Water Summit at the Arboretum member rate.

YOUR COMMITMENT

Endorsing organizations actively publicize and market the event to their members and the general public through direct mail, email campaigns, website listings, etc., as appropriate.* To endorse this event, please contact:

Leslie Yetka, Minnesota Landscape Arboretum, at 612-301-3926 or lyetka@umn.edu

* Please include the Arboretum Education Department in any distribution lists (electronic or U.S. Mail) as follows:

Email: lyetka@umn.edu

U.S. Mail: Minnesota Landscape Arboretum Education Dept., 3675 Arboretum Drive, Chaska MN 55318

FINANCIAL SPONSORSHIP OPPORTUNITIES

Financial sponsorship for the Clean Water Summit ranges from \$500 to \$15,000 and is open to businesses, government agencies, non-profits, civic organizations, university-affiliated departments or groups, and individuals.

For an initial conversation about sponsoring the 2014 Clean Water Summit, please contact **Beverly Anglum** at the Minnesota Landscape Arboretum at 952-443-1407 or anglu001@umn.edu.

