



CLEAN WATER SUMMIT 2014

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

September 11, 2014, at the Minnesota Landscape Arboretum

OVERVIEW

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.

AUDIENCE

The Clean Water Summit will bring together attendees from both the public and private sector who are interested in learning not only *why*, but *how* they can promote and implement green infrastructure in their own work. This includes private land owners, property managers, designers, engineers, landscape architects, contractors, builders, community planners, municipal stormwater managers, policy makers, and public agency staff.

MARKETING AND PROMOTION

The Clean Water Summit is 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 3,500 email subscribers. Affinity marketing channels will be highly utilized, and collaborating organizations, like Minnehaha Creek Watershed District, will send invitations to their membership and myriad affiliations. 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 Clean Water 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 Clean Water Summit. Opportunity to say a few words at the event.

Presenting Summit Sponsorship

\$10,000

Logo placement and recognition as lead sponsor on Clean Water 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 size at Clean Water 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 Clean Water Summit web page and marketing materials; day-of-the-event recognition from the podium and supporting sponsor table exhibit.

Additional Sponsorship

\$500-5,000

Recognition may include a listing on the Clean Water Summit web page, marketing and day-of-event materials, logo placement, day passes, and/or an exhibit table.

TO SUPPORT A CLEAN WATER SUMMIT, PLEASE CONTACT BEVERLY ANGLUM AT 952-443-1448 OR ANGLU001@UMN.EDU.