



ARBORETUM EDUCATION PROGRAM SPONSORSHIP OPPORTUNITY

Everyone in the Garden – Schoolyard Gardens Conference, February 27 & 28, 2015

OVERVIEW: PURPOSE, EVENT DESCRIPTION, OUTCOMES

SCHOOLYARD GARDENS provide an incomparable, hands-on opportunity for students to meet academic standards, engage with community partners, learn about agriculture and healthy eating, and connect with natural systems. Whether you are a beginner or schoolyard garden veteran, join us in February and spend two days learning innovative strategies for building, sustaining, and engaging everyone in a thriving schoolyard garden.

2015 topics:

- Horticulture and gardening training: understanding the basics and extending your growing season
- Connecting the garden to the classroom: curriculum ideas and resources
- Resources for sustainability: starting and keeping your schoolyard garden program going
- Case studies and innovative programs that are working

AUDIENCE

The Schoolyard Gardens conferences bring together teachers, school administrators, community gardeners, local business leaders, parents and other volunteers, chefs and nutritionists, government officials, staff and funders of non-profits, and others interested in learning how schoolyard gardens can help K-12 students.

MARKETING AND PROMOTION

The Schoolyard Gardens conference will be 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 the Minnesota Department of Education, 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 Conference Sponsorship

\$20,000

Stand alone logo placement and recognition on Schoolyard Gardens web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Exclusive access to class participants and table exhibit at Schoolyard Gardens. Opportunity to say a few words at the event.

Presenting Conference Sponsorship

\$10,000

Logo placement and recognition as lead sponsor on Schoolyard Gardens web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Access to class participants and premier location and table exhibit size at Schoolyard Gardens. Opportunity to say a few words at the event.

Supporting Conference Sponsorship

\$5,000 - \$8,000

Logo placement and recognition as supporting sponsor on Schoolyard Gardens web page and marketing materials; day-of-the-event recognition from the podium and supporting sponsor table exhibit.

TO SPONSOR SCHOOLYARD GARDENS 2015, CONTACT BEVERLY ANGLUM: anglu001@umn.edu • 612-301-1259



Minnesota Landscape
ARBORETUM