# UNIVERSITY OF MINNESOTA LANDSCAPE ARBORETUM

## 2015 Sponsorship Opportunities

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Executive Summary

WHO WE ARE

At the University of Minnesota Landscape Arboretum we believe a strong connection with Nature is fundamental to human health and well-being. We offer nature-based entertainment and learning experiences for all ages including access to underserved communities in alignment with this belief.

We are an industry leader in horticulture, conservation, and environmental information. We conduct leading-edge research on cold hardy plants, fruits, and endangered plant species. Our world-renowned grape and apple breeding programs are a major source of economic activity within the state and the US economy.

Magnificent gardens, collections, and natural areas connect people with nature and offer restorative and inspirational learning experiences unique in Minnesota.

ACCOMPLISHMENTS

- On the forefront of many timely and important issues and challenges facing us today
- Leader in plant conservation for the Upper Midwest
- Named by USA Today as ‘One of the top 10 places to smell the flowers’
- Home to Minnesota’s state-wide Master Gardeners Program
- Nationally acclaimed Ornamental Grass and Pine Collections; the only Pine Collection in the US to be recognized for plant diversity and pine genomes
- World-class destination and environmental education resource
- Acquired funding to expand the publicly accessible footprint with state-of-the-art Bee & Pollinator Discovery Center and Farm Garden Campus connected to UMN research

ARBORETUM MEMBER AND VISITOR PROFILE

The Arboretum hosts over a quarter of a million visits each year and reaches nearly 60,000 individuals from a wide demographic with award-winning, nature-based education programming. 22,000 Arboretum member households are spread throughout the US with the highest concentration in the eight affluent southwestern metro areas of Chanhassen, Chaska, Eden Prairie, Edina, Excelsior, Minnetonka, Victoria, and Wayzata.

More than 50% of Arboretum members have children. The majority own their own home and have a median household income of $70K+/year. Arboretum Members are eco-conscious, highly educated individuals with discerning tastes and they are the decision-makers for family purchases.
EXHIBITS, SEASONAL FEATURES & PROGRAMS IN 2015

• Spring Awakening
  ➢ Seasonal Tulip Display
  ➢ Maple Syrup and Pancake Breakfast
  ➢ BudBreak 5K Family Fun Run
  ➢ Mother’s Day Celebration
  ➢ 2015 American Public Gardens National Conference Co-hosted with Como Park Zoo and Conservatory

• The Growing Season – May 15-August 31, 2015
  ➢ Nature Connects with Lego Art and Activities
  ➢ Music in the Gardens
  ➢ Toast and Taste
  ➢ Art Crawl
  ➢ Lifelong Environmental Learning Onsite and in the Urban Community

• Fall Harvest Season
  ➢ Fall Harvest Display and Festival Weekend
  ➢ Ghouls and Goblins
  ➢ Scarecrows in the Gardens
  ➢ Witch Hazel Hustle
  ➢ Gala in the Gardens
  ➢ Educational Programs and School Field Trip Offerings

• Making Spirits Bright Winter Wonderland
  ➢ Winter Holiday Lighting Display
  ➢ Orchid Display
  ➢ Holiday Teas
  ➢ Holiday Music
  ➢ Photos with Santa
  ➢ Hot Cocoa Walks with a Naturalist
  ➢ Snowshoeing, Cross-country Skiing and other Winter Outdoor Events and Activities

• Year-round Environmental Learning Experiences
  ➢ Nature-based Children and Adult Education and Creativity Programming
  ➢ Onsite interactive Environmental and Sustainability Models, Experiences, and Learning
  ➢ Weekend Family Fun
  ➢ Walks with a Naturalist
TOP 10 REASONS TO SPONSOR THE UNIVERSITY OF MINNESOTA LANDSCAPE ARBORETUM

1. PARTNER WITH REPUTABLE MINNESOTA INSTITUTION AND HIGHLY SOUGHT-AFTER DESTINATION AND ENVIRONMENTAL RESOURCE

The University of Minnesota Landscape Arboretum is a respected and beloved Minnesota environmental resource. For more than 50 years, it has enriched the lives of millions of Minnesotans and visitors from around the globe with unique, leading-edge environmental learning experiences. The Arboretum is a highly sought-after destination for meaningful nature-based experiences for over a quarter of a million, multi-generational visits each year.

2. CONNECT YOUR BRAND WITH MEMORABLE AND INTERACTIVE ENVIRONMENTAL EXPERIENCES

Wedding celebrations, senior photos, running through the children’s maze garden and exploring the life cycle of pollinators and plants, dinner with a local chef to learning about Minnesota wines and local food, Minnesotans have some of their most memorable experiences at the Minnesota Landscape Arboretum. Sponsorship at the Minnesota Landscape Arboretum emotionally connects your brand with these memories and tells the story of a brand highly engaged in the well-being of the community, your staff and the health and sustainability of the natural environment.

3. GET A STRONG RETURN ON YOUR INVESTMENT

A study conducted by international sponsorship expert IEG found that 68% of customers indicated a willingness to pay more for a product or service that supports a cause. Brands that support the community have higher affinity than one-to-one marketing, onsite branding opportunities and extensive promotional exposure. Research shows that a passion for conservation usually stems from childhood experiences in nature. Unique and memorable Arboretum experiences connected with your brand build strong emotional connections and brand loyalty.

4. INCREASE EXPOSURE IN A SIGNIFICANT DEMOGRAPHIC

The Arboretum hosts over a quarter of a million visitors each year - high income earners with advanced education. 64% of the more than 22,000 Minnesota households members with between the ages of 35-64. Visitors come with extended family or friends, making it the perfect place to reach the entire family and multiple generations of environmentally astute consumers.

5. THE NUMBERS SPEAK FOR THEMSELVES

Just to name a few.....

- TV Impressions: Several Million
- Print Media Impressions: 3,500,000
- Digital Media Impressions: 4,500,000
- High-touch onsite experiences: 325,000+
- One-to-One Communication: 500,000
- Outdoor Signage Impressions: 1,000,000
- Arboretum Website Hits: 2,000,000
YOU GET THE FLEXIBILITY YOU NEED

Employees who participate in their company’s sponsorships stay with the company longer than their colleagues at the same job level who do not participate. They are also more likely to recommend the company’s products and own shares in the company. Volunteering connected to corporate sponsorships benefits personal employee health and the well-being of the community.

EXCELLENT BUSINESS BUILDING OPPORTUNITIES

As a sponsor you receive special access to can’t-buy experiences and uniquely Arboretum VIP entertainment for clients and for business networking. Sponsorship provides myriad opportunities to interact directly with Arboretum visitors, showcase your products and services, and build relationships with the greater Twin Cities community. This activity is enhanced through call outs and other highlights in Arboretum-owned media.

MORE EXPOSURE = MORE BUSINESS

Premier partners, title and exclusive sponsors receive year-round recognition and opportunities to interact with Arboretum visitors – from our most experienced environmental learners to school groups, families with young children and everyone in-between.

COMMUNITY INVOLVEMENT PAYS DIVIDENDS

Employees who participate in their company’s sponsorships stay with the company longer than their colleagues at the same job level who do not participate. They are also more likely to recommend the company’s products and own shares in the company. Volunteering connected to corporate sponsorships benefits personal employee health and the well-being of the community.

SPONSORING THE ARBORETUM MAXIMIZES YOUR ADVERTISING DOLLARS

Connecting your brand with meaningful, hands-on experiences at the University of Minnesota Landscape Arboretum increases your brand equity in the community and strengthens the affinity current and potential customers feel for your brand. Augmenting advertising dollars with sponsorship at the Arboretum grows your reputation as an organization that invests in treasured community resources and values caring for the natural environment – both important to your best customers.
“Sponsorship at the Minnesota Landscape Arboretum allows our organization to expand our support of research and agricultural education beyond the campus and into the broader community. Engaging, family-friendly, outdoor experiences at a treasured Minnesota resource provide us with opportunities to build relationships between our non-farming friends and the farming community.

What’s more, we have found working with Arboretum staff to be equally fun and engaging. They always have our best interests top of mind.

---Minnesota Corn Growers Association

“We thought the Butterflies: Beauty in Flight Exhibit turned out great. Sponsorship of this exhibit helped us to accomplish one of our goals which is to support organizations that make Minnesota and the Twin Cities area a great place to live work and play. We were proud to be involved! ”

---C.H. Robinson

“The Arboretum reaches a wide and diverse audience with nature-based experiential learning to help people, ideas and communities grow. Wells Fargo shares and supports the Arboretum’s commitment to growing our communities in unique and meaningful ways.

--- Wells Fargo

“Sponsoring the Minnesota Landscape Arboretum offers us a wonderful opportunity to demonstrate our support of a treasured community resource. At the same time, it offers us valuable, high-profile opportunities to engage our brand directly with the local community at family events held in a beautiful outdoor setting.”

---Park Dental

“Sponsorship of the Arboretum’s Butterfly exhibit created opportunities for us to connect with the larger community and nature in significant and meaningful ways – including a customized butterfly release at our inaugural National Cancer Survivor’s Day celebration event in our own healing gardens! Arboretum corporate relation leaders added value that far exceeded our expectations. We are already enthusiastically exploring dreams for what’s next in this unique partnership.”

---Park Nicollet

H.B. Fuller Company Foundation awarded a grant to support the Children’s Urban Garden in Residence Program, designed for children ages 5-12. This program integrates science curriculum so seamlessly into its activities that kids who might get antsy in a classroom barely recognize they’re learning. There is plenty of evidence that shows hands-on, experience-based learning works, which is why H.B. Fuller is honored to support the Minnesota Landscape Arboretum, helping its Urban Garden Program, and the kids who participate in it, grow.

---H.B. Fuller Company
2015 SPONSORSHIP CATEGORIES

Premier Partner
This year-long opportunity provides recognition at the highest levels and includes Premier Partner recognition in all Arboretum marketing and promotional materials throughout the entire year. Sponsorship at this level offers onsite tabling opportunities in each season for the sponsor to meet and greet Arboretum visitors, and showcase products and services. Sponsors at this level also receive customized Arboretum experiences to use in business entertaining and other corporate outings.

Elite Sponsor
Exclusive Seasonal Sponsor
- Four separate opportunities offered separately each year to be the exclusive sponsor of the Arboretum Season: (Your Company Name) Spring Awakenings at the Minnesota Landscape Arboretum, The Growing Season, Fall Harvest, and Winter Wonderland
- Recognition in all marketing and promotions for a full season, including season-long opportunities for visitor “meet and greets” to showcase products and services and build brand awareness and affinity
- Multi-year packages available
Photography - Picture Yourself Here
- Multi-year opportunity
- Customized Sponsorship Activation
Bike In and Learn
- Multi-year opportunity
- Sponsor provides complimentary Arboretum access for cyclists
- Customized Sponsorship Activation
- Special recognition at Arboretum bike properties
Family Free Day
- Multi-year opportunity
- Sponsorship provides free access to the Arboretum for the community on designated day

The Arboretum is open to exploring title sponsorship opportunities beyond those listed here where there is significant value for the sponsor and the Arboretum and where the activity meets the mission and key strategic priorities of the University of Minnesota Landscape Arboretum.
2015 SPONSORSHIP CATEGORIES

Exhibit Sponsorship
Nature Connects is in its 4th version with exhibits traveling to botanical gardens, zoos, arboreta, across North America. Since its inception at Reiman Gardens in Iowa, Nature Connects has exploded in popularity, making stops at Missouri Botanical Garden, Naples Botanical Garden, Lauritzen Gardens in Omaha, Cleveland Zoo, and more. The exhibit draws the entire family – from grandparents to young children who delight in this fanciful connection with nature.

Artist Sean Kenney’s innovative work with LEGO bricks will inspire & delight the Arboretum’s over a quarter of a million visitors during the 2015 growing season. Just like LEGO bricks, nature connects with everything to allow us to build and innovate. 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.

Fall Harvest Festival Exhibits
The Fall Harvest Exhibits begins in September with Scarecrows on Parade, Harvest Festival Weekend, and the popular Ghouls and Goblins weekend in late October. Exhibits and events conclude in early November when the autumn colors give way to the Arboretum’s winter season, Making Spirits Bright beginning Thanksgiving weekend.

Making Spirits Bright Holiday Lighting Display
Colorful lighting display throughout the Arboretum’s winter wonderland Thanksgiving through mid-January
2015 SPONSORSHIP CATEGORIES

Event Sponsorship
- 26th Annual BudBreak 5K and Family Fun Run
- 3rd Annual Witch Hazel Hustle 5K Fall Fun Run
- Music in the Gardens
- Toast and Taste
- Gala in the Gardens
- Education Offerings
- Conferences and Summits
- Ask about additional options

Special One-time 2015 Sponsorship
American Public Gardens National Conference
June 22-26, 2015
The Minnesota Landscape Arboretum, in partnership with the Como Park Zoo and Conservatory, will host this premier event for public garden professionals with over 700 attendees from 550+ member organizations nationwide. The event will feature a keynote address and series of special events including an opening reception, plenary sessions, outings around town and a Director’s Dinner. Offers the perfect opportunity to connect to the national public garden community.
### SPONSOR BENEFITS

#### SPONSOR LEVEL

<table>
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<tr>
<th>Benefits</th>
<th>Title Sponsor</th>
<th>Premier Partner</th>
<th>Presenting Exhibit Sponsor</th>
<th>Official Exhibit Sponsor</th>
<th>Participating Exhibit Sponsor</th>
<th>Event Sponsor</th>
<th>Feature Sponsor</th>
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<tbody>
<tr>
<td>Exclusive, highly visible, multi-year, customized one-of-a-kind opportunity</td>
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<td>Year-long recognition across all activities; highest exposure and benefit levels</td>
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<td>Sponsor activation across multiple seasons including national audience</td>
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<td>Logo in TV Ads</td>
<td>✓</td>
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<td>Opportunities for Unique Memorable Interactive Brand Experiences Onsite</td>
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<td>Remarks at VIP Reception; Opening Events; Arboretum Leadership Access</td>
<td>✓</td>
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<td>Call outs in Media Relations and Strategic Partnerships</td>
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<td>Season-long logo placement in multi-media marketing communications channels, signage, maps, onsite collateral</td>
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<td>Signage and other recognition at Exhibit-related events</td>
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<td>VIP Hospitality Passes and Sponsor Day at the Arboretum</td>
<td>✓</td>
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<td>Social Media Call Outs</td>
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<td>Onsite Tabling</td>
<td>✓</td>
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<td>Team Volunteer Experiences</td>
<td>✓</td>
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<td>Recognition in owned Media (Arboretum Magazine, Digital Media, POS)</td>
<td>✓</td>
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<tr>
<td>Preferred Arboretum Access, Discounts and Business Partner Benefits</td>
<td>✓</td>
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SPONSORSHIP PACKAGES

Full Year and Multi-year Sponsorship Packages

**Title Sponsor**
- Receive exclusive recognition and your name directly associated with the property, event, exhibit or feature
- Multi-year title sponsorship opportunities are also available and include biking, photography, free family and other themes
- Make millions of positive impressions with a named activity at the Minnesota Landscape Arboretum.
- Receive onsite tabling benefits and opportunities to customize the sponsorship for maximum visibility and return on your investment
- Special recognition in the annual report and other Arboretum-owned media
- Receive Premier Partner rates on facility rental and Arboretum products and services
- Unlimited 2 for 1 passes and allocated number of VIP passes depending on investment level to use in marketing and promotion
- $175,000 and up depending on the scale and scope of the sponsorship agreement

**Premier Partner**
- Enjoy year-round Premier Partner recognition and benefits at the highest levels of visibility and exposure throughout the entire calendar year
- Make millions of positive impressions with your logo and your name with our multi-media communications plan
- Receive onsite tabling and event benefits in all four seasons and specially tailored to your business objectives
- Special recognition in the annual report and other Arboretum-owned media
- Receive 250 two for one passes and 75 VIP Arboretum gate passes
- Receive Premier Partner rates on facility rental and Arboretum products and services
- **Investment:** $75,000

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SPONSORSHIP PACKAGES

Seasonal Sponsorship Packages

Presenting Exhibit Sponsor
• 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 two for one passes and 50 VIP Arboretum gate admission passes
• Complimentary access day for up to 175
• Investment: $35,000

Official Exhibit Sponsor
• 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 two for one gate admission passes and 25 VIP Passes
• Complimentary access day for up to 100
• Investment: $15,000

Participating Exhibit Sponsor
• 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 two for one passes and 15 VIP Passes
• Complimentary day for up to 50
• Investment: $10,000

Event Sponsor
• You will receive logo placement in print ads and owned media, on the website and promotional materials leading up to the event
• Make thousands of positive impressions leading up to and throughout at 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 channel
• One onsite tabling opportunities to connect directly with potential customers
• Two for one gate admission passes and VIP Passes commensurate with your investment.
• Investment: $5,000-$10,000

Feature Sponsor
• You will receive recognition for your organization’s contribution on 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.
• Investment: $2,500+