



ARBORETUM EDUCATION PROGRAM ~ ENDORSING ORGANIZATION GUIDELINES

***2016 Clean Water Summit: Green Infrastructure for Clean Water
Rethinking Redevelopment and Retrofits***

Thursday, September 22, 2016 ~ Minnesota Landscape Arboretum

OVERVIEW: The 2016 Clean Water Summit will feature up-to-date knowledge and research in green infrastructure practices for redevelopment and retrofit sites, with a focus on innovation in project planning, developing partnerships, engaging community, design and installation, monitoring, and operations and maintenance that optimizes performance. The Summit will showcase, a) innovation in engineering and design, monitoring, operations, and maintenance that optimizes long-term performance and enhances the effectiveness of green infrastructure practices, b) lessons learned in project planning, developing partnerships, communicating value, engaging communities, and obtaining funding, and c) local, regional, and state policies and planning efforts that support the use of more green infrastructure and less grey infrastructure in our communities.

AUDIENCE: watershed managers • designers • engineers • landscape architects • community planners • municipal stormwater managers • policy makers • public agency staff • property managers • educators • concerned citizens

OUTCOMES: Increasing our understanding of current research-based information and best practices to enhance the acceptance and use of green infrastructure practices in our communities, and achieving the multiple benefits these practices provide.

PROMOTION: The 2016 Clean Water Summit will be promoted via a multi-media approach using the Arboretum's website with 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. Collaborating organizations will send invitations to their membership and myriad affiliations.

BENEFITS OF ENDORSEMENT:

- ~ Endorsing organizations will be listed on Summit agenda
- ~ 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 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. Please include the Arboretum Education Department in any distribution lists (electronic or U.S. Mail) as follows:

Email: leen0014@umn.edu

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

To become an Endorsing Organization, please contact Jill Leenay at 612-301-3484 or leen0014@umn.edu.



FINANCIAL SPONSORSHIP OPPORTUNITIES: Financial sponsorship for this Summit ranges from \$500 to \$20,000 and is open to businesses, government agencies, non-profits, civic organizations, university-affiliated departments or groups, and individuals. For an initial conversation, please contact Leslie Yetka, Minnesota Landscape Arboretum, at 612-301-3926 or at lyetka@umn.edu.